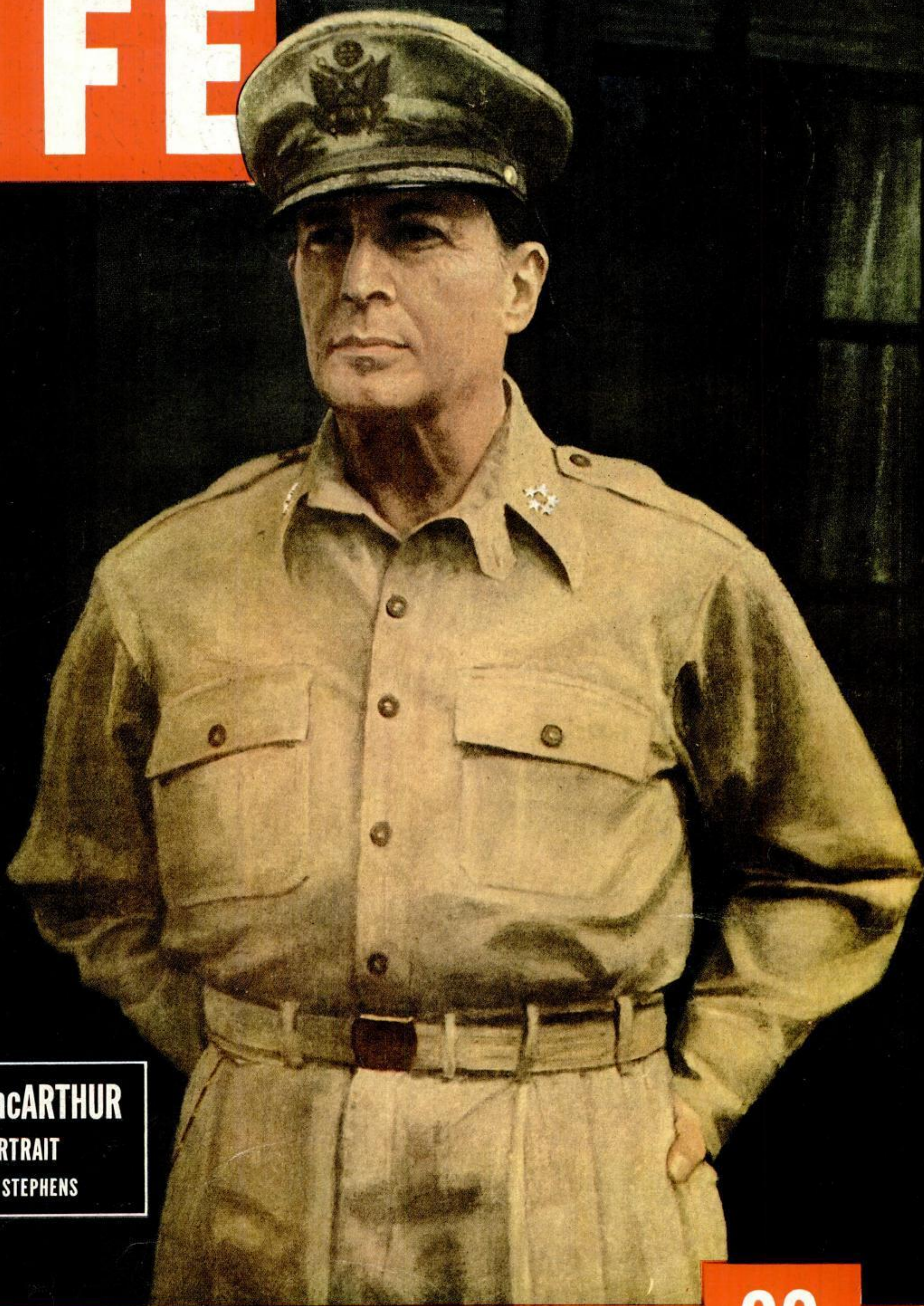


LIFE



DOUGLAS MacARTHUR

A NEW PORTRAIT

BY THOMAS E. STEPHENS

AUGUST 28, 1950 **20** CENTS

mmm...so fresh and smooth



ah...so smooth and fresh

Youngsters prefer Peter Pan Peanut Butter



Here's Why Peter Pan stays fresher and smoother

1. Packed fresher! Just seconds from grinder to jar. None of its delicious just-made flavor is lost!

2. Fresher when you buy it! It's vacuum-sealed to keep all the fresh flavor *in*. The *only* leading peanut butter with the flavor-guarding vacuum-sealed cap.

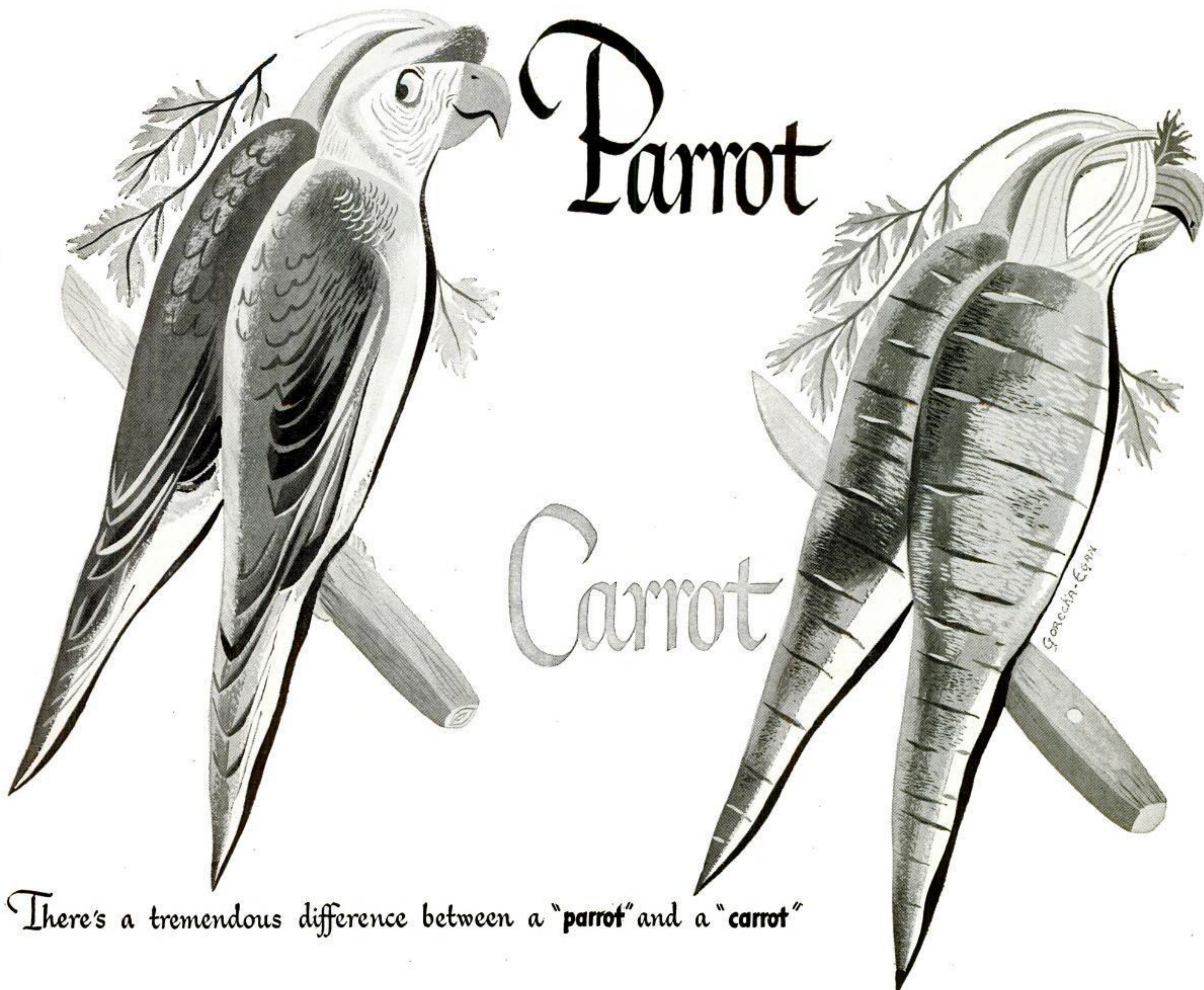
3. Stays fresher in your pantry, after you open the jar! The oil never separates—so Peter Pan doesn't get rancid, never gets dry or lumpy. It *stays* fresh-tasting and smooth—keeps all its energy value and vitamins. No waste—it's smooth and creamy right down to the bottom of the jar!

*It's America's Favorite because
it's America's Best*

Tune in "Sky King" every other weekday at 5:30 over your ABC station



Try both kinds of delicious Peter Pan smooth Peter Pan in the Red Top Jar ● the smoothest peanut butter made . . . and Peter Pan Crunchy Peanut Butter (with crisp peanut bits mixed all through) in the Green Top Jar ● The youngsters love 'em both!



There's a tremendous difference between a "parrot" and a "carrot"

- and there is a powerful difference, too,
between gasoline and "Ethyl" gasoline!



"Ethyl" gasoline is *high octane* gasoline. That's why it brings out the top power of your engine—makes a difference that you can feel on hills, on the open road, and when you need quick power for passing or acceleration.

When you see the familiar yellow-and-black "Ethyl" emblem on a pump, you know you are getting this better gasoline. "Ethyl" antiknock fluid is the famous ingredient that steps up power and performance.

ETHYL CORPORATION... New York 17, New York

Other products sold under the "Ethyl" trade-mark: salt cake... ethylene dichloride... sodium (metallic)... chlorine (liquid)... oil soluble dye... benzene hexachloride (technical)



**“good? I’ll say! keen ice cream—
and nothing but... in**

ICE CREAM DIXIES”

Takes the small fry to know the best buy in town. Ice Cream Dixies rate tops with Mom, too. Because no ice cream but the finest gets into Ice Cream Dixies. For 22 years they’ve stood as a symbol of purity and cleanliness—the *best of company* for your child.



The Fleetline De Luxe 2-Door Sedan

first

in No-Shift Driving at lowest prices

Drive a Chevrolet with Powerglide Automatic Transmission* and you'll agree it's first and finest for *no-shift driving* at lowest cost. All you have to do is steer, accelerate and stop. There's no clutch pedal—no gears to shift in normal driving. And you glide through all speed ranges with a smooth, unbroken flow of power.

and finest

in Valve-in-Head road action with economy

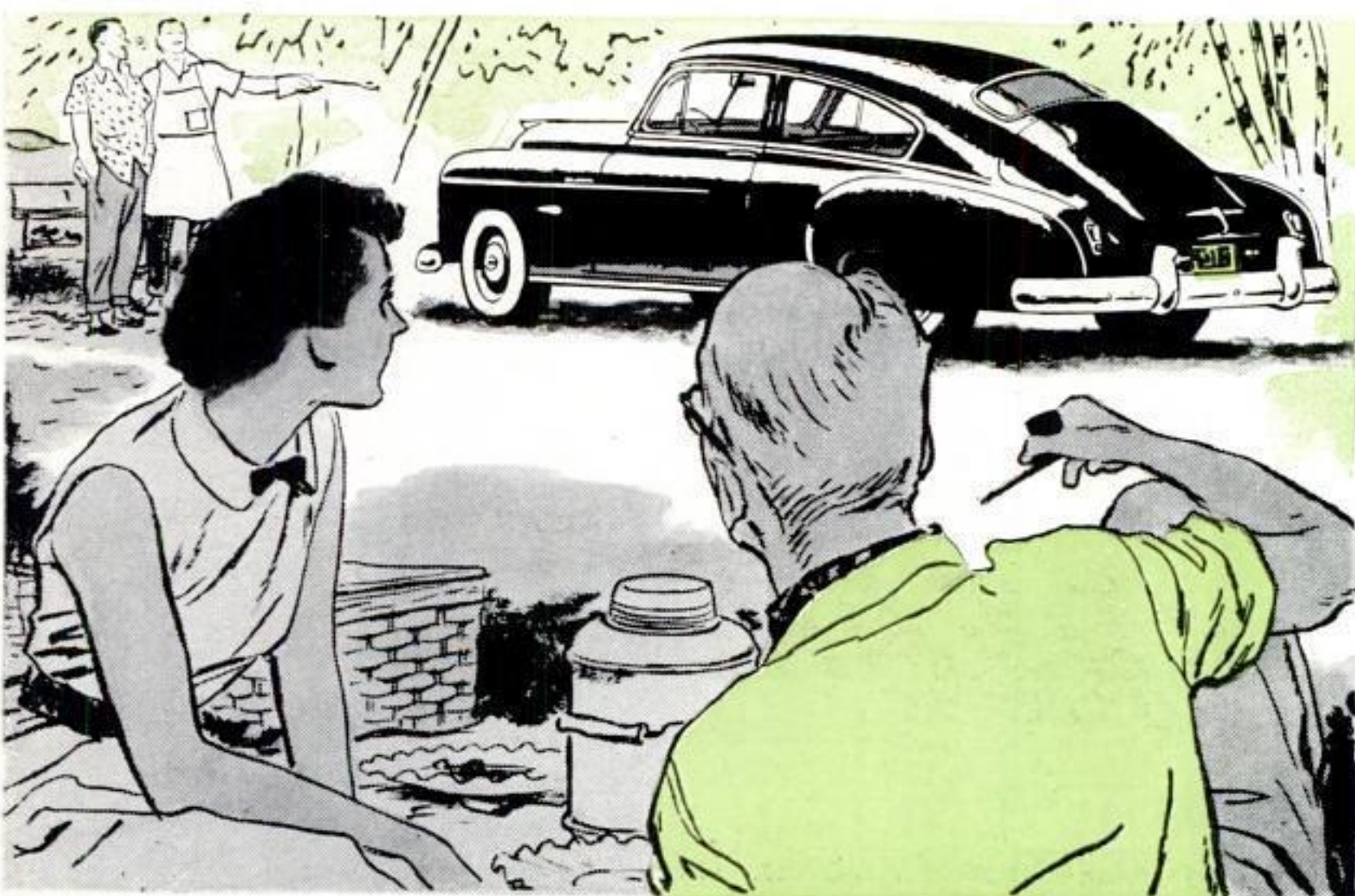
Your own tests will tell you the only way to equal Chevrolet's brand of thrills and thrift is to *buy a Chevrolet!* For here's a combination of acceleration, hill-climbing ability, dependability and economy exclusive to this one low-priced car. That's true whether you choose a Chevrolet with the 105-h.p. Valve-in-Head Engine and Powerglide Automatic Transmission,* or a Chevrolet with the highly improved standard Valve-in-Head Engine and Synchro-Mesh Transmission.

*Combination of Powerglide Automatic Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.

at lowest cost

only low-priced car with all these fine car features

Most pleasing of all, Chevrolet brings you feature after feature of the highest-priced cars at lowest prices. For example, Body by Fisher for the finest beauty, comfort and safety. Center-Point Steering and the Unitized Knee-Action Ride for outstanding steering-ease and riding-ease. Curved Windshield with Panoramic Visibility and Proved Certi-Safe Hydraulic Brakes for maximum safety-protection. Buy Chevrolet and you buy the car that's *first and finest at lowest cost!*



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CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

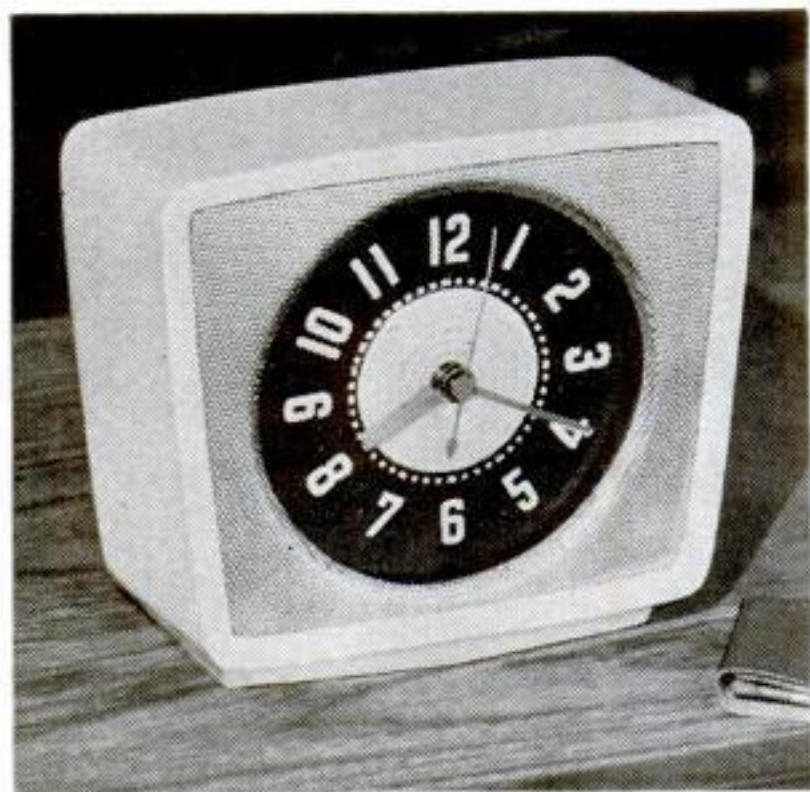
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KPR5-CPP-CQTH

3 new, exciting clocks by General Electric

WHY BOTHER WITH OLD-FASHIONED WIND-UPS
WHEN G-E CLOCKS ARE PRICED SO **LOW!!**

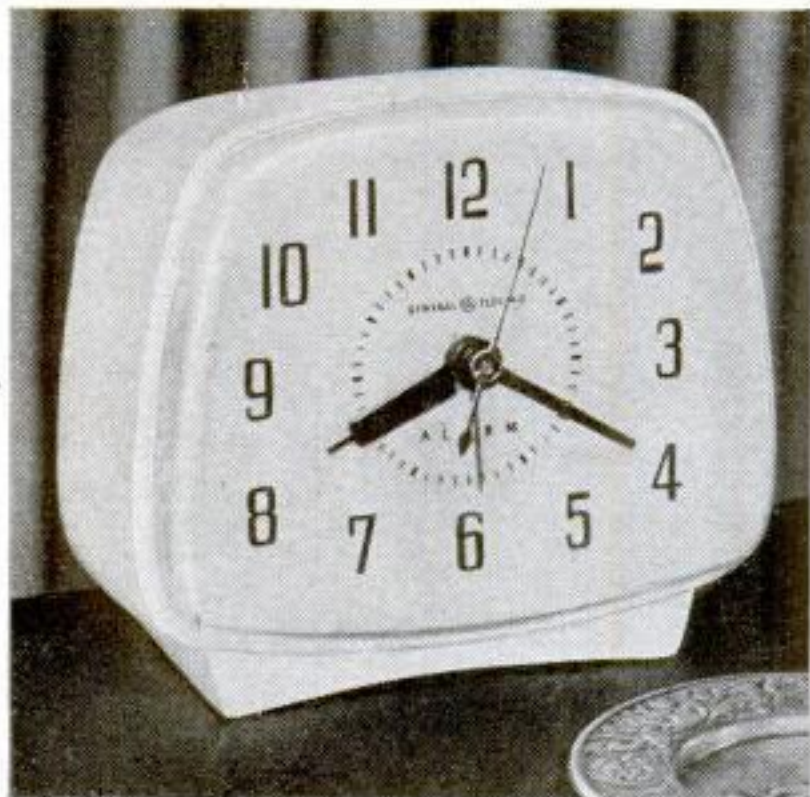
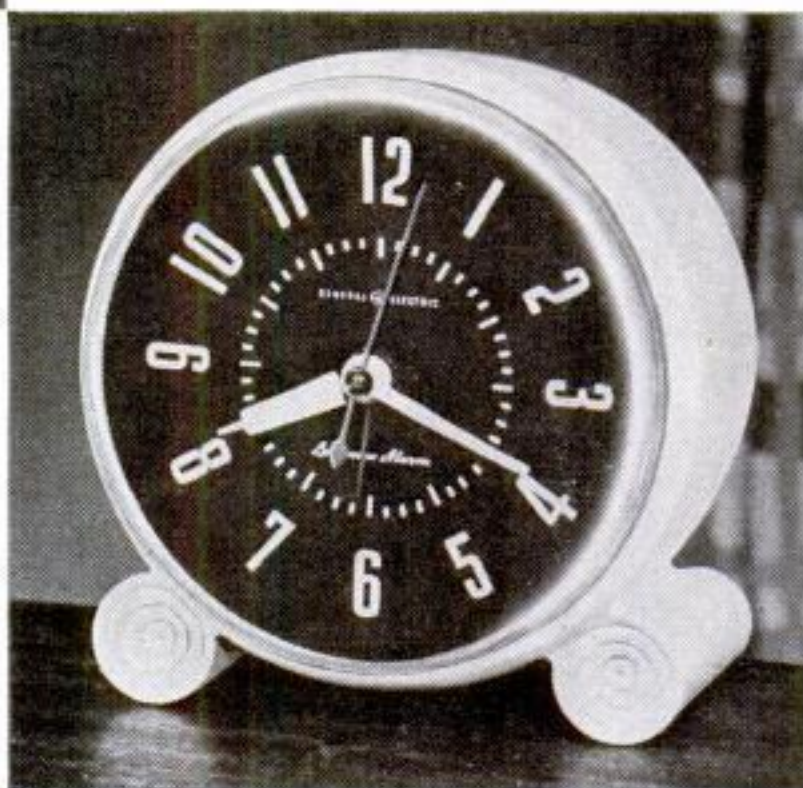


The Lumalarm ONLY \$7.95*

NEW! LUMALARM! A new idea, a new look—a combination alarm clock and night light. The face is illuminated, silhouetting the numeral and hands. Wide base prevents tipping. Gentle yet compelling alarm signal.

The New Herald ONLY \$5.95*

NEW! HERALDER! Hands and numerals are luminous for jiffy time-telling in the darkest room. Large, shatterproof crystal. Sparkling case of molded ivory-plastic. Sweep-second hand is polished brass.



The Wink ONLY \$4.50*

NEW! The WINK! The low-priced alarm with easy-to-read dial and ivory plastic case. New, shatterproof crystal. Dark green hands contrast beautifully with dial. Polished brass sweep-second hand. Pleasant alarm signal.



START THE NEW SCHOOL YEAR RIGHT!

A New G-E Alarm is a "must" for every school child. A G-E alarm in each one of their rooms will get them up and off to school on time! Ask your child which one of the G-E Clocks above he prefers for his room!

Wonderful G-E Clocks give you all these advantages: 1. No winding—run electrically. 2. Quiet—no disturbing ticktock. 3. Dependable—long life. 4. Accurate—on time all the time. General Electric Company, Bridgeport 2, Connecticut.

*Plus applicable taxes. Prices subject to change without notice.

Why wind a clock today? Get a General Electric Clock and forget it!

GENERAL ELECTRIC

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A left-over Meal even Dad will Love!

ROAST BEEF AND POTATO ROLL-UPS



ROAST BEEF and POTATO ROLL-UPS
1 cup mashed potatoes
10 slices roast beef
1 can Franco-American Beef Gravy

Heat oven to 350° F. (mod-
erate). Place a generous
spoonful of potatoes on
each slice of beef; roll up
and fasten with a tooth-
pick. Place in a greased 12
x 7 1/2 x 2-inch baking dish;
pour on Franco-American
Beef Gravy. Bake for 20
minutes at 350° F. Makes
5 generous servings.



Made from the juices of selected beef...
with that genuine roasting pan flavor!
Delicious served with any meat-and-
potato dinner. On sandwiches. In stews. Or
add it to make your own gravy s-t-r-e-t-c-h.

**Franco-American
Beef Gravy makes the meal!**

BRIDAL SHOWER



FIANCE'S OLD GIRL: "Doesn't seem fair
for you to get Jack and those heavenly
Cannon Combspun Percale Sheets, too!"



CANDID CHUM: "I was plenty lucky.
Why, Cannon Percales didn't cost half what
I thought I'd have to spend!"

**CANNON PERCALE SHEETS
—THEY'RE COMBSPUN**



CANNON TOWELS • STOCKINGS
BLANKETS • BEDSPREADS
CANNON MILLS, INC., N.Y. 13, N.Y.



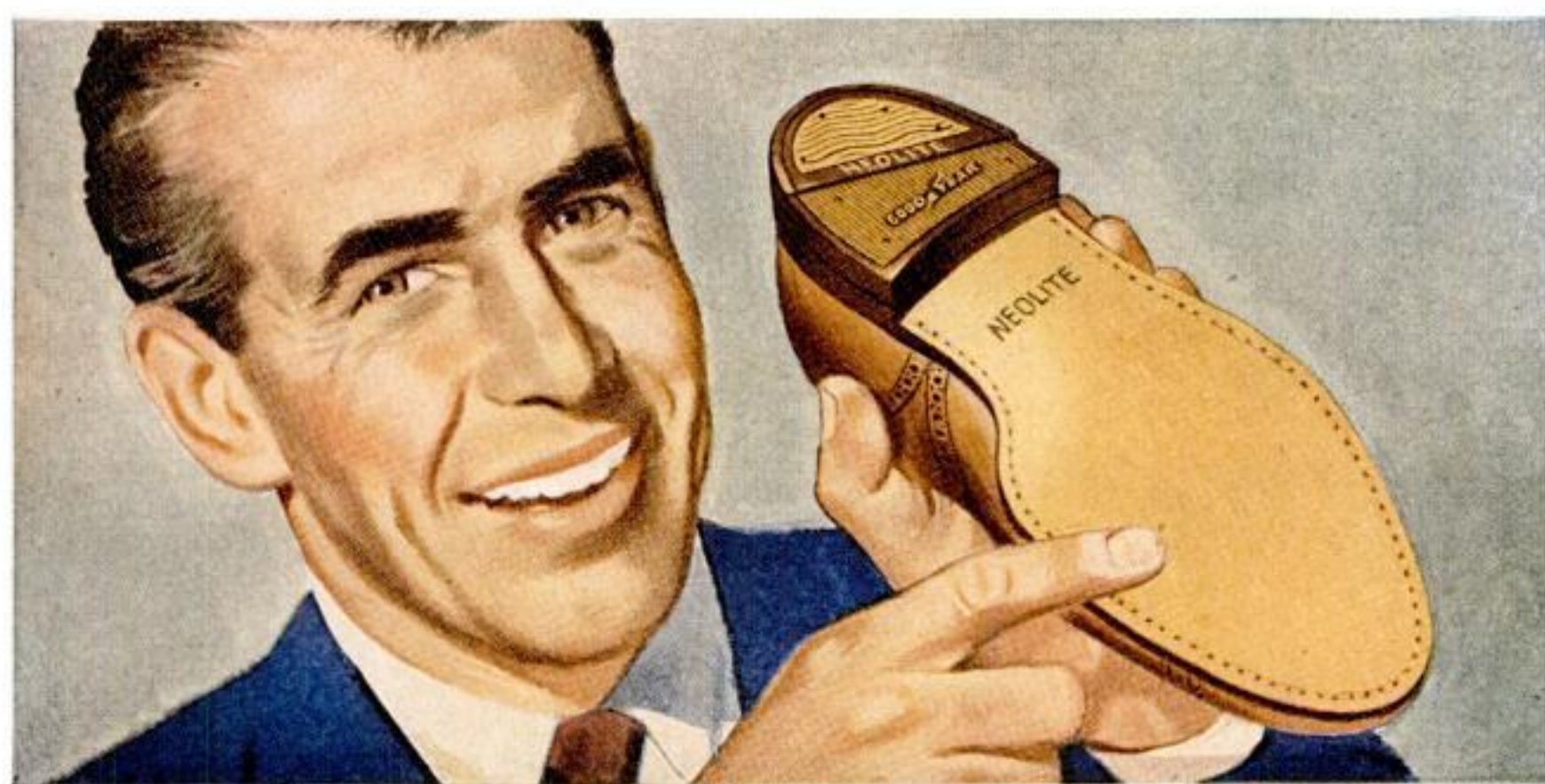
Look what I got for putting the folks on a sound footing!

The folks said any sole that I can't wear out must be a humdinger.
So they bought shoes with NEOLITE Soles for themselves. They're so pleased that—
boy, this ice cream tastes good!



Look what I got —a longer future for my favorite fashion!

Yes, shoes with NEOLITE Soles stay new-looking longer. And just look at
the lines—the neat sweep of the arch—possible because NEOLITE Soles take a better edge,
a finer finish. They're light, flexible, yet they form a firm platform!
And NEOLITE Soles are waterproof, too!



INSIST ON
GENUINE NEOLITE

*The name is always
plainly marked on the shank*

Look what I got —twice the wear and greater comfort, too!

I never thought new shoes could be so downright comfortable till I found
NEOLITE Soles need no breaking-in! They're firm and tough, yet flexible from the start.
And NEOLITE Soles actually outwear leather soles over 2 to 1. Any way you look at it, it's the
perfect sole for every style of shoe for every member of the family! Step on it and see!

NEOLITE
NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO
SOLES

MAKE ANY SHOE A BETTER SHOE—
ANY REPAIR JOB A BETTER JOB!

It's true what they say



Hotel Managers Amazed

at Spred SATIN's 20-minute drying and lack of odor. From Chattanooga, Tennessee: "We can rent a room the same day after redecorating!"†



Hospital Directors Say...

It's perfect for their needs. From Asheville, N. C.: "We moved patients out... started painting ward at 9 a.m. ... patients back by 1 p.m."†



Architects Specify

... Spred SATIN, as an Ohio architect says, "Because of its durability, washability, pleasing colors and economy of application."†



Interior Decorators Delighted!

From New York: "richness in color and subtlety of tone ... pastel shades and deep-toned hues ... exceptionally fine for high-quality decoration."†



Homemakers enjoy...

... the ease of getting beautiful results. From Rochester, N. Y.: "No worry about overlaps, brushing out, odor, sticky brushes ... no tired arms."†



Professional Painters Report...

"Spred SATIN will not spot or show laps under any condition ... we can complete 50% more painting in the same time as before," says large Ohio contractor.†



\$1.49
QUART

\$4.79
GALLON

Ready to Use;
Stir and Apply



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**GOES ON EASILY—PAINT A ROOM IN HALF A DAY
—KEEPS ITS FRESHNESS, ITS BEAUTY FOR YEARS!**

A full range of modern pastel tones and dramatic deep colors enables you to match any decorative scheme you plan. Choose from your dealer's wide selection of ready-to-use colors, or ask him to show you how to match almost any special color you want. And, when you apply Spred SATIN, you'll find that it goes on faster, easier than any paint you've ever used. Remember, there is just *one* Spred SATIN, made only by Glidden.

†Excerpts from a few of thousands of unsolicited testimonials received from satisfied users. Names on request.

ACCEPT NO SUBSTITUTE!

about the wonder paint!



SPRED SATIN

**TRIED AND PROVED FOR TWO YEARS
BY MILLIONS OF USERS EVERYWHERE**

...today's most imitated paint!

Yes, for two years, millions have used, millions have praised Spred SATIN—the amazing satin finish with the exclusive *emulsified synthetic rubber* formula developed by Glidden.

No other paint has such extreme wearability, such astounding washability, such satin smoothness and rich beauty. No other paint

has gained such universal acceptance in so short a time.

If you haven't already tried Spred SATIN, then pick out the room in your home that needs painting most and see your dealer for just the color you want. Even if you've never painted before, you'll get perfect results!

- Ideal for walls, ceilings, woodwork.
- No "painty" odor to irritate your eyes or nose.
- Dries in only 20 minutes.
- Covers most surfaces; use brush or roller.

**GET THE PROOF AND YOU'LL BUY... SEE THIS AMAZING DEMONSTRATION
AT YOUR DEALER'S STORE**



Buy with your eyes! See how Spred SATIN washes perfectly... even when painted on porous newspaper! Mark it yourself with ink, crayon, lipstick, catsup, cooking oil... then see how easily everything washes off without leaving a trace on the Spred SATIN surface.



**Plan Modern Color Schemes
—This Book Makes It Easy**

NEW—20 colorful pages, including information on Spred SATIN, large swatches of 13 colors with idea-stimulating descriptions of each, suggestions on harmonious color combinations. Go to your dealer for a FREE copy, or mail coupon and 10 cents (coin) to cover handling and mailing.



LAPS DON'T SHOW... MISSES DON'T MATTER! Start or stop any time, at any point. If you miss a place, touch it up later when dry—you'll get a color-perfect, unspotted satin finish every time!



DIRT CAN'T CLING!—The smooth, tight film of Spred SATIN keeps dirt from penetrating! That's why it's so easy to remove all household dirt or stains with soap and water.



GUARANTEED WASHABLE! In rigid laboratory tests, Spred SATIN withstood 40,000 scrubbing strokes without change of color or texture. Wash it! Scrub it—again and again!

Glidden

*Pacemaker
in Paints*

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The Glidden Company, Cleveland 2, Ohio. In Canada: The Glidden Company, Ltd., Toronto.

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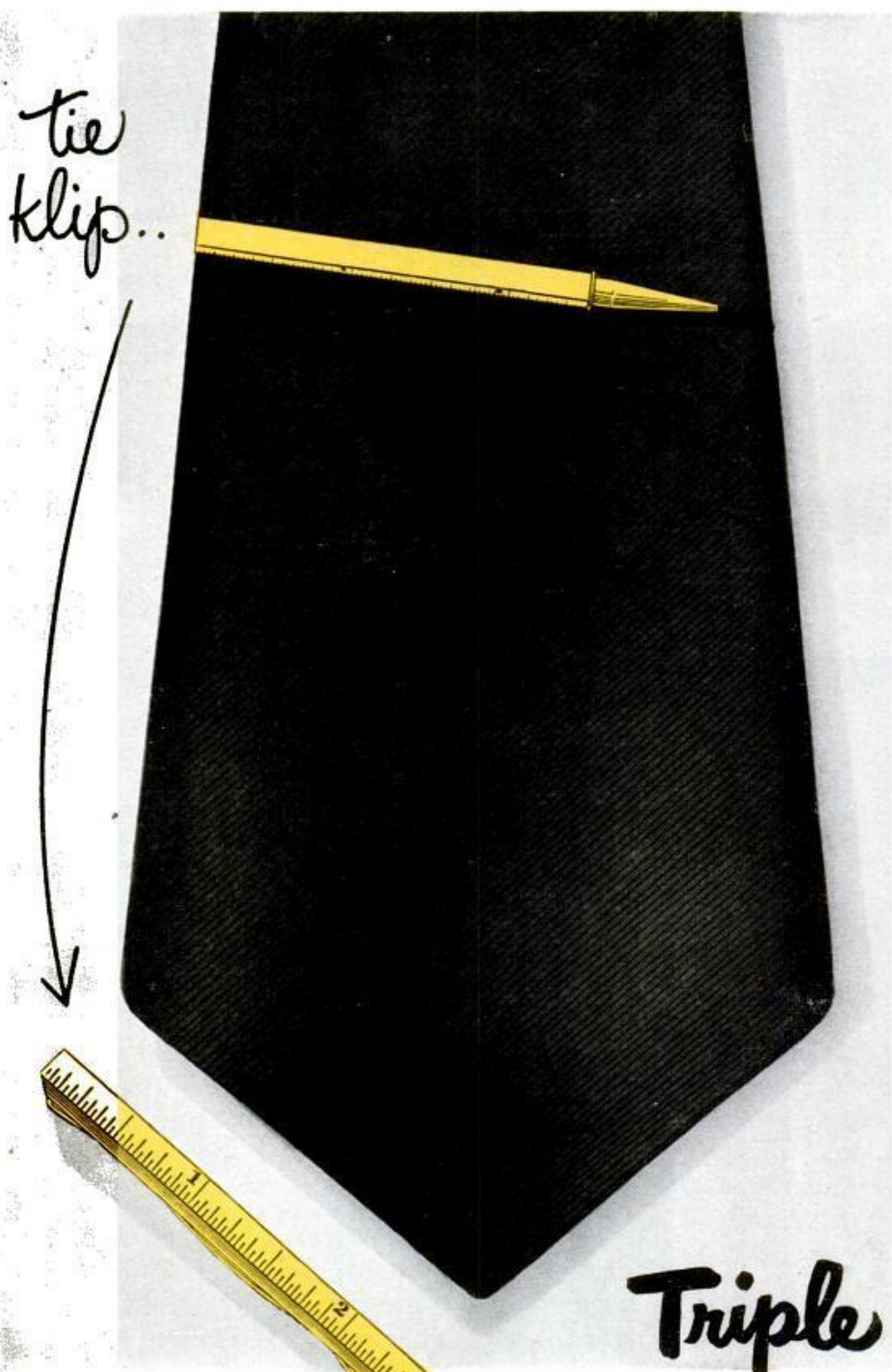
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Please send me a copy of "Colors for Your Home." I enclose 10 cents (coin) to cover handling and mailing.

Name

Address

City State



to ruler...

On the tie it's a smart Tie Klip. Remove it and lo! it's a ruler. Examine the ruler and you'll find a pencil, too. Here's a handy, handsome three-in-one gift for any young man—6 to 60. Expertly fashioned by SWANK, it's sure to win enthusiastic approval. Triple-play Tie Klip \$3.50. Other Pencil Tie Klips \$1.50 and \$2.50.

Prices subject to Federal Tax

to pencil



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Always look for the name SWANK on all our products

LETTERS TO THE EDITORS

ARTISTS AND STATESMEN

Sirs:

Yousuf Karsh's profound study of Jean Sibelius ("Artists and Statesmen," LIFE, Aug. 7) almost bursts the bonds of introspective silence. Half the mystery of the process of creative genius is revealed by a glance at that skull. One is envious of the glorious sounds that must occur within it.

DAN CALABRESE

Waterbury, Conn.

WINTERS' ROSE

Sirs:

Re "Shelley Winters" (LIFE, Aug. 7): it is most startling that the editors of LIFE should quote Miss Winters' "down-to-earth" talk ("I got one perfect rose for my birthday. I wonder why someone doesn't give me one perfect Cadillac") without crediting the sentiment to Dorothy Parker's poem, "One Perfect Rose," from her volume *Enough Rope*:

A single flow'r he sent me, since we met.
All tenderly his messenger he chose;
Deep-hearted, pure, with scented dew still
wet—
One perfect rose.

I know the language of the floweret;
"My fragile leaves," it said, "his heart
enclose."
Love long has taken for his amulet
One perfect rose.

Why is it no one ever sent me yet
One perfect limousine, do you suppose?
Ah no, it's always just my luck to get
One perfect rose.

JOHN AUSTIN PARKER

Philadelphia, Pa.

Sirs:

... How many readers spotted Miss Winters' borrowing of the Parker poem?

EDITH LANK

Penn Yan, N.Y.

● 42.—ED.

THE HOARDER CHANGETH NOT

Sirs:

I wish to protest part of your editorial, "The Old Hoarder Changeth Not" (LIFE, Aug. 7). I refer to the text under the picture of myself placing groceries in a bag marked "Hoarder." You say I "quailed" at hanging the hoarder bag on any of my good neighborhood customers and then imply that I tried to unload my idea on some other grocer, who would have the courage to use it on his hoarding customers.

As to my quailing: I have not been hit by hoarding because I have a small, uncompetitive store. But believe me should I have the occasion to use the bag on my best customer I would not lack the courage to do so. I designed the bag believing that if I could encourage its use across the country, hoarding would cease very quickly, as no average person would buy excessively knowing they were going to have to carry one of these bags and face the critical stares and comments of the other shoppers. I would appreciate very much if your magazine would vindicate me to your readers.

ERNEST MURPHY

Wayne, Mich.

Sirs:

Could it be the recent wave of buying was brought about by the realization that the value of the American dollar

is dropping? Think of those unfortunate people who invested their savings in Government Bonds on advice that for every \$3 they would receive \$4 in 10 years. However they were not told the purchasing power of the \$4 would be reduced to \$2.

ED. McELHONE

Philadelphia, Pa.

ONE-PIECE PEEL

Sirs:

Pooh! LIFE's intimation ("Peeled at Maxim's," LIFE, Aug. 7) that only a Paris waiter can peel an orange in one piece has amused some Floridians. Florida Crackers do not even think of showmanship when they slice off a one-piece orange peel in nothing flat. After a fancy one-piece peeling, thirsty orange pickers cut off the top of the fruit and simultaneously squeeze and drink.

JERRY SMOTHERS

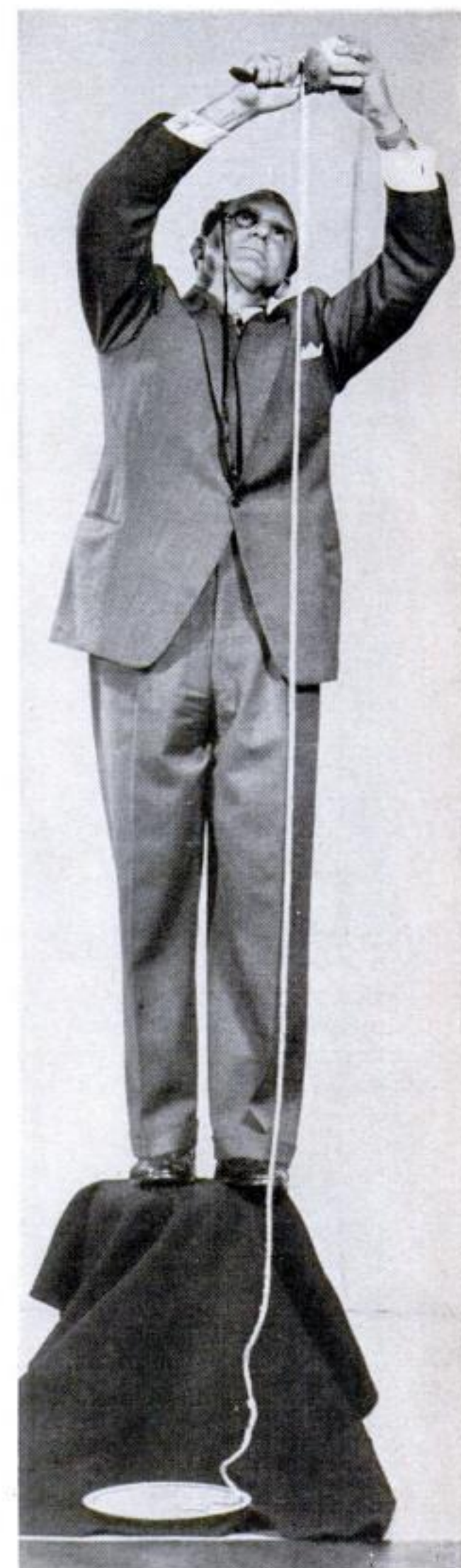
Orlando, Fla.

Sirs:

The orange-peeling waiter has nothing on David Leven, who has invented a new gadget called the Dale Orange Peeler, a practical device designed to get the skin off an orange in 12 seconds but which can also be used to produce a 12-foot-long one-piece peel.

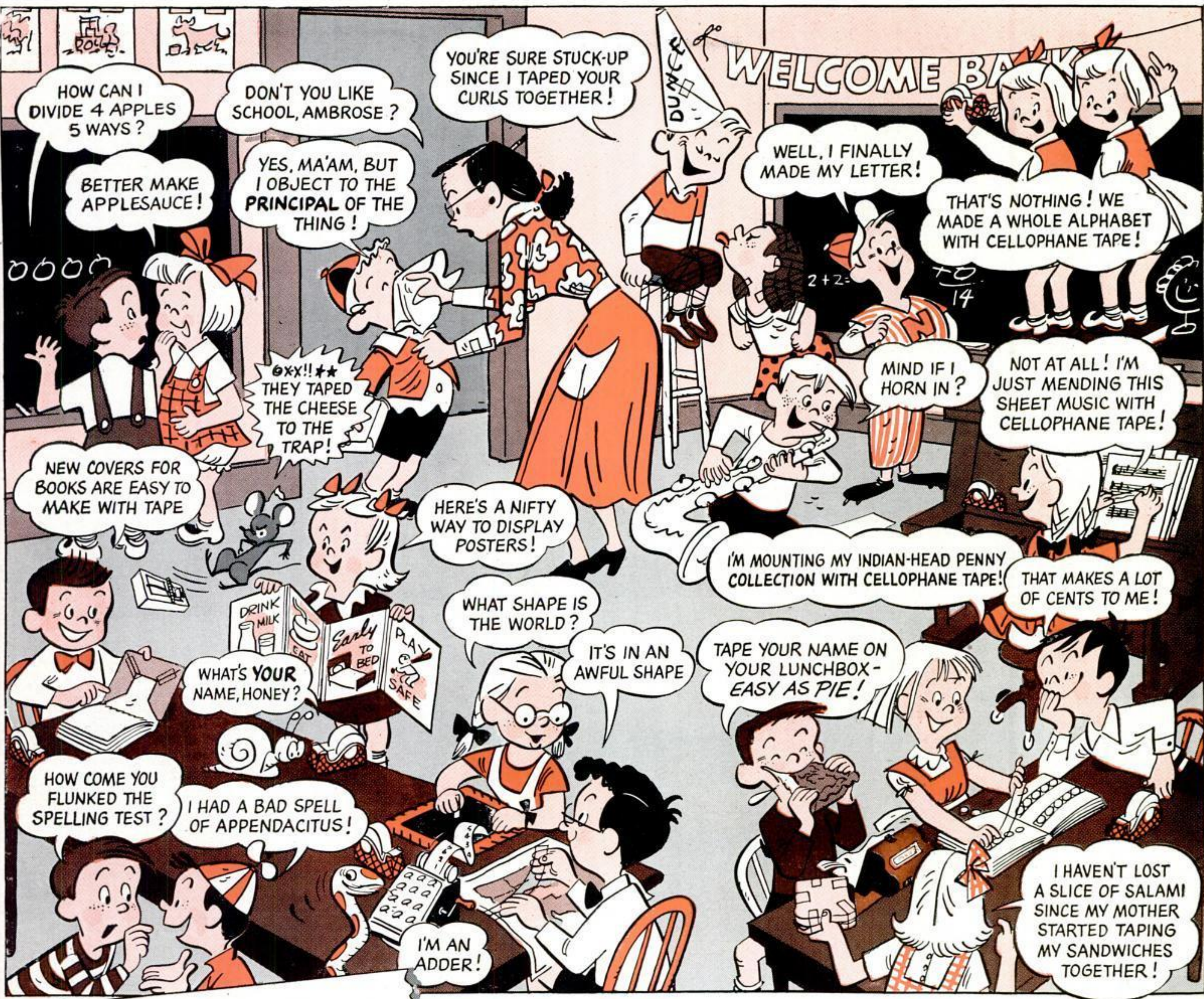
THOMAS L. KARSTEN

New York, N.Y.



ORANGE PEELER IN ACTION

CONTINUED ON PAGE 10



At school or at home...
do scores of chores
with "SCOTCH"
Cellophane Tape



TORN SCHOOLBOOK PAGES are easy to mend with a strip of "Scotch" Cellophane Tape.



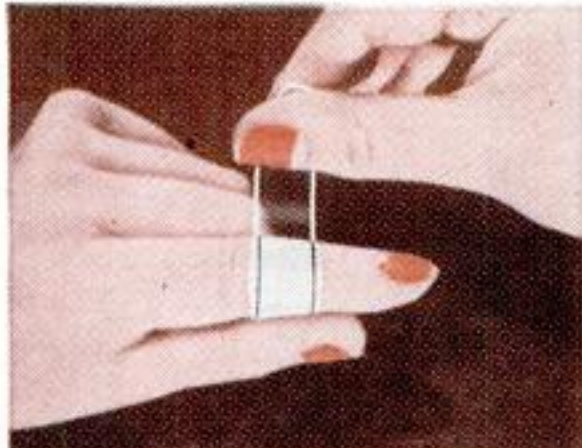
SCHOOL LUNCHES keep fresh and appetizing when wrappers are sealed with cellophane tape.



BROKEN CRAYONS are made as good as new with tight-sticking "Scotch" Cellophane Tape.



WORN THREADS on your fountain pen? A wrapping of cellophane tape will make them hold tight.



BANDAGES stay clean longer when they're protected with smooth, transparent cellophane tape.



GOOD-LOOKING SCRAPBOOKS are easy to make. Clip cutouts and tape them in place invisibly.



IMPORTANT: There's more than one brand of cellophane tape. To be sure of getting the tape used in millions of homes, always insist on the "SCOTCH" brand, in the bright red-and-green plaid dispenser.

Made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of other "Scotch" Brand Pressure-sensitive Tapes, "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Durex Abrasives Corp., New Rochelle, N. Y. In Canada: Canadian Durex Abrasives Ltd., Brantford, Ontario.

Try it! **NEW** 'Vaseline' Cream Hair Tonic
makes men who use it say:—
**"THE ONLY ONE
FOR ME!"**

Because no other hair tonic contains new wonder-working **Viratol***...assuring natural looking hair and natural feeling hair that stays neat all day long!

**REALLY
GIVES HAIR THAT
JUST-COMBED LOOK
ALL DAY LONG!**

**Vaseline
CREAM
HAIR TONIC**

For well-groomed hair
and daily care of the scalp

NET 4 FL. OZ.
Chesebrough Mfg. Co.
NEW YORK, N. Y.

**I'M FOR IT...
IT KEEPS MEN'S
HAIR SO NEAT
AND
ATTRACTIVE!**

**GIVES ME A HEAD
START WHEN GOOD
IMPRESSIONS COUNT!**

*Special compound VIRATOL (with Lanolin) in 'Vaseline' Cream Hair Tonic helps keep hair in place without stiffness... gives it the natural lustre that men envy and women admire.

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

LETTERS TO THE EDITORS CONTINUED

QUESTIONS FROM KOREA

Sirs:

In your editorial ("Questions from Korea," LIFE, Aug. 7) you say: "The Americans who had dragged down Chiang seemed monstrously silly." Just who are the Americans in question? Our government, which spent two or three billions of good American money backing up Chiang, much of it dissipated by Chiang's corrupt following? The American boys who died flying the most dangerous airlift in the world? Perhaps General Marshall whose wise guidance Chiang was too stubborn or too weak to follow? The State Department, which continued to support Chiang as long as there was a gambler's chance that he might win? The bald fact is that Chiang was dragged down by the corrupt and venal Old Guard whose reactionary policy the Chinese people were no longer willing to tolerate. It is now reported that he and "Casey" Wu (a Grinnell graduate) are operating a big house cleaning and doing a good job in Formosa. Unfortunately this cleanup comes several years too late to save China from the Communists.

JOHN S. NOLLEN
President Emeritus

Grinnell College
Grinnell, Iowa

TENNIS FACTORY

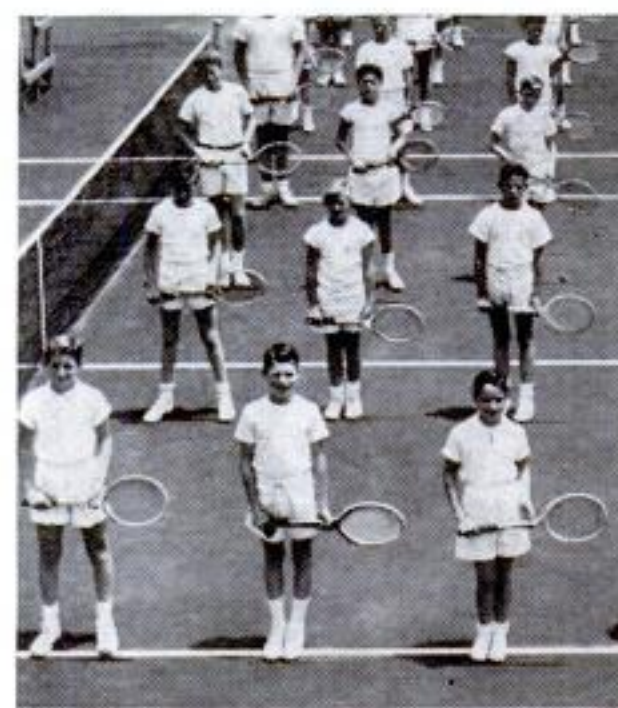
Sirs:

Have you ever been confronted with a heartbroken 13-year-old boy? I hope not—its just short of tragic.

Our son Roger felt that he was to be part of your fine article on California tennis ("Tennis Factory," LIFE, Aug. 7). But when the story came out—at the extreme left of the picture in the front row there appeared a tennis racket only. Poor Roger was at the other end of it.

S. BEHRSTOCK

Los Angeles, Calif.



FRONT LEFT: ROGER

● LIFE, whose editors sometimes cut out faces because of space demands, happily restores Roger to his racket.—ED.

Sirs:

One thing LIFE forgot to mention in its article on Perry Jones's tennis factory is that Jones-trained fledglings have been slipping of late. California—the home of every junior champion from 1946 back to the early '30s—has not won the National Junior title since 1946. The last four tournaments were won by Florida's Buddy Behrens, Maryland's Gil Bogley (twice) and this year, just after your issue came out, by Louisiana's Hamilton Richardson.

ARTHUR L. GREEN

Pocono Manor, Pa.

SILVER CITY GOES TO WAR

Sirs:

How come Pvt. Alfredo Barraza ("Silver City Goes to War Again," LIFE, Aug. 7) is in the National Guard at 16 years of age? Regulations call for 17 years as the minimum age.

LOUIS R. VOCINO

Hasbrouck Heights, N.J.

● In the Guards if you say you're 17 you are 17 as long as your parents do not object.—ED.

FOOT-CONTROLLED ARM

Sirs:

In your article on the "Foot-Controlled Arm" (LIFE, Aug. 7) you say it can do some things that a normal arm cannot. Could you please tell me in what way the artificial arm can improve on nature?

MIMI BAUMANN

Paterson, N.J.

● Its wrist and hand can revolve steadily in either direction.—ED.

IS FORMOSA NEXT?

Sirs:

I have appreciated your interesting and informative reporting of the Korean conflict ("Is Formosa Next?" LIFE, Aug. 7). Merely for the record, however, a picture in David Duncan's piece on the Seventh fleet (p. 86) has been miscaptioned. As stated, the fleet gets ready, but the men in the picture are not loading anti-aircraft guns, they are loading 250-pound bombs on the folded wing of a fighter. The folded wing of the foreground plane discloses two wing-gun installations and four mounted rockets.

R. W. SHOOK

(Former cinematographer
on the U.S.S. Yorktown)

North Hollywood, Calif.

● This error was caught while the issue was on the presses. About half of the copies circulated have the facts right.—ED.

PEGGY DOW

Sirs:

Take it from me, the most appropriate portrait of Peggy Dow ("Her Face Is Her Fortune," LIFE, Aug. 7) is that of a soft Southern belle. When I knew her at Northwestern University, she possessed the most charming Southern drawl you all ever did hear.

GERALD WEIPERT

Detroit, Mich.

CONTINUED ON PAGE 13

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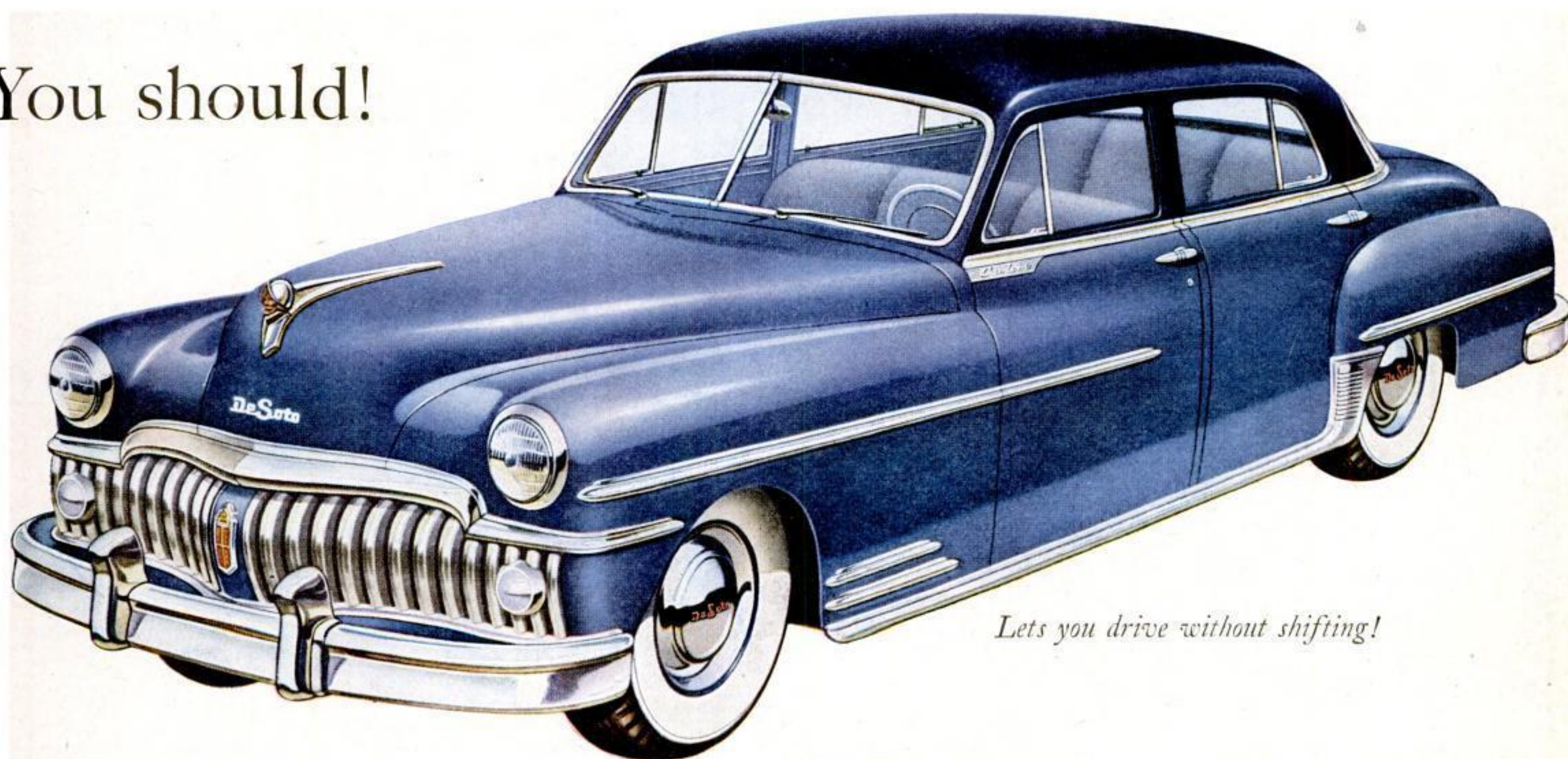


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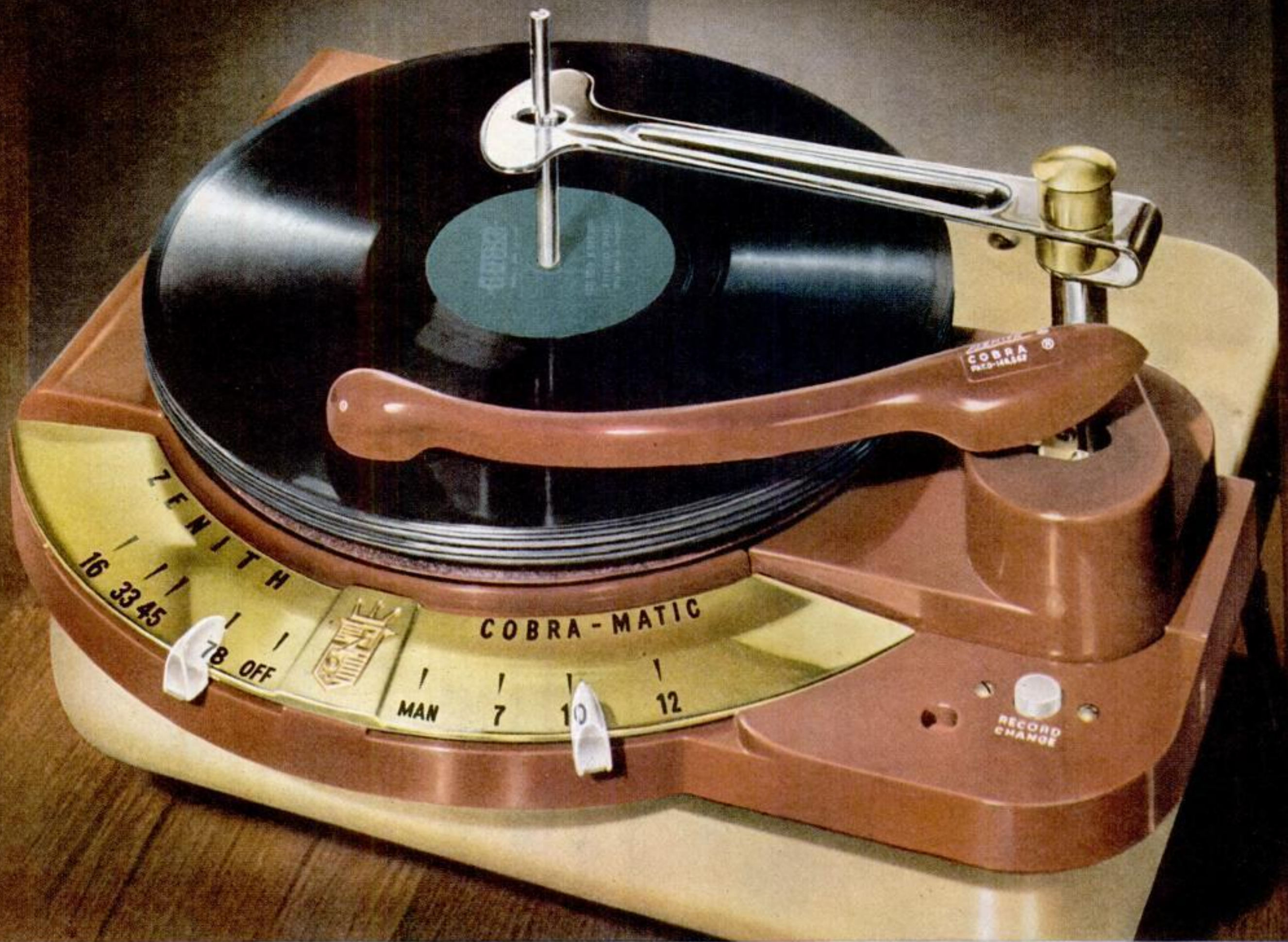


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First and only changer that plays any speed record now made or yet to come, 10 R.P.M. to 85 . . . with two simple controls a six-year-old can operate.



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You touch one control knob—and set it for any

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LETTERS TO THE EDITORS

CONTINUED

Sirs:

Here is a picture of Peggy Dow in yet another role—the reigning queen among Northwestern's beautiful co-eds. As Peggy Jo Varnadow, she was chosen "Dream Girl of P.K.A. for '48."



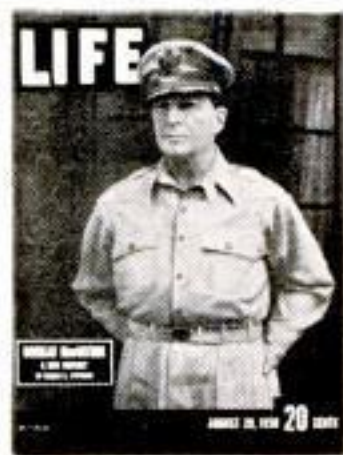
Thoughtful Peggy endeared herself to "the boys" forever by sending a box of cigars to the chapter in appreciation.

JIM MERRILL

Gamma Rho Chapter
Pi Kappa Alpha Fraternity
Evanston, Ill.

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Artcarved

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the engagement ring
she'll wear with pride

HEADRESS BY
WALTER FLORELL

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C. Canterbury Set. Engagement Ring, \$125.00. Also \$225 to \$500. Bride's Ring, \$9.25. Groom's Ring, \$17.50.

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IN HOME-TOWN GAME BABE COMES TO THE PLATE AND HITS A HOMER THAT GOES FIVE BLOCKS AND SMASHES THE NEW STAINED-GLASS WINDOW OF THE CHURCH



① BETWEEN ICE DELIVERIES THE BABE WHITTLES ON HIS HOMEMADE BAT



② WHEN HER DOG IS TAKEN TO THE POUND BABE GIVES SISTER A LOLLYPOP



⑥ A HOME-LOVING YOUNG MAN, THE BABE SUPS WITH MOTHER AND SISTER



⑦ LOVELORN BABE WADES OUT INTO LAKE TO GREET COY SWEETHEART



⑧ WHEN A PITCHER GETS DRUNK THE BABE TAKES HIS PLACE



⑫ MINISTER SAVES BABE FROM BEING MOBBED FOR BREAKING THE WINDOW



⑬ BABE STOPS HIS GIRL FROM ELOPING WITH HIS RIVAL, THEN LEAVES TOWN



⑭ IN THE BIG CITY BABE IS A SUCCESS ON A MAJOR LEAGUE TEAM

SPEAKING OF PICTURES . . .

Discovery of old film with Babe as homer-hitting iceman adds to Ruth legend

Even in this season of the "rabbit ball," when more than 1,500 home runs have already been hit in baseball's major leagues, there is still no hitter worth mentioning in the same breath with the late Babe Ruth. As the years go by, Ruth's record of 60 home runs in one season seems more and more remarkable and the legends about the Babe grow. Recently an interesting addition to the store of Ruthiana turned up. It was a long-forgotten

silent film called *Headin' Home*, made with Ruth as the star in 1920. The property of a film collector named John Griggs, it is the story of a good-natured, bumbling iceman, played by the 25-year-old Ruth, who gains love, fame and fortune by hitting home runs. Babe's first movie venture, the corny film took a beating from the critics. But all the reviews agreed that in the fence-busting sequences the Babe was more than adequate.



③ BABE AND SISTER SNEAK INTO POUND, LET OUT ALL THE STRAY DOGS



④ WHILE TAKING ICE TO CHURCH SOCIAL, BABE STOPS OFF TO PLAY BALL



⑤ HE GETS TO SOCIAL LATE AND UNHAPPY, THE ICE MELTING AWAY



⑨ THE BABE'S LITTLE SISTER HELPS HIM CARRY EQUIPMENT TO THE GAME



⑩ WHEN SISTER BRINGS HOMEMADE BAT, HE WALLOPS WINDOW-BREAKING HOMER



⑪ TOWN SPINSTER, DEFENDING BABE, SHOWS SWING TO ANGRY PARISHIONERS



⑮ BABE PERSUADES HIS GIRL'S RUNAWAY BROTHER TO GO BACK HOME



⑮ BABE'S HOME RUNS WIN THE SERIES AND HE BECOMES A NATIONAL HERO



⑰ RICH AND FAMOUS, BABE COMES BACK TO HIS LOVING MOTHER AND SISTER



It takes fine leathers to make fine shoes, but to Florsheim standards even that's not enough. Florsheim Shoes are cut from "the heart of the hide," that plump, rich center section—uniform in weight, texture, color. Take Florsheim Golden Burley Calfskin, a new tannage for Fall; it's everything the name implies, and it's a color you'll want to see and wear!

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golden burley



THE WARWICK, S-1392,
in Golden Burley
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.. Other styles \$15⁹⁵ and higher

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BABE RUTH FILM CONTINUED



FAME HAS NOT MADE THE BABE FORGET HIS FAMILY. HERE HE WATCHES MOTHER AND SISTER JOYFULLY OPEN HIS GIFTS

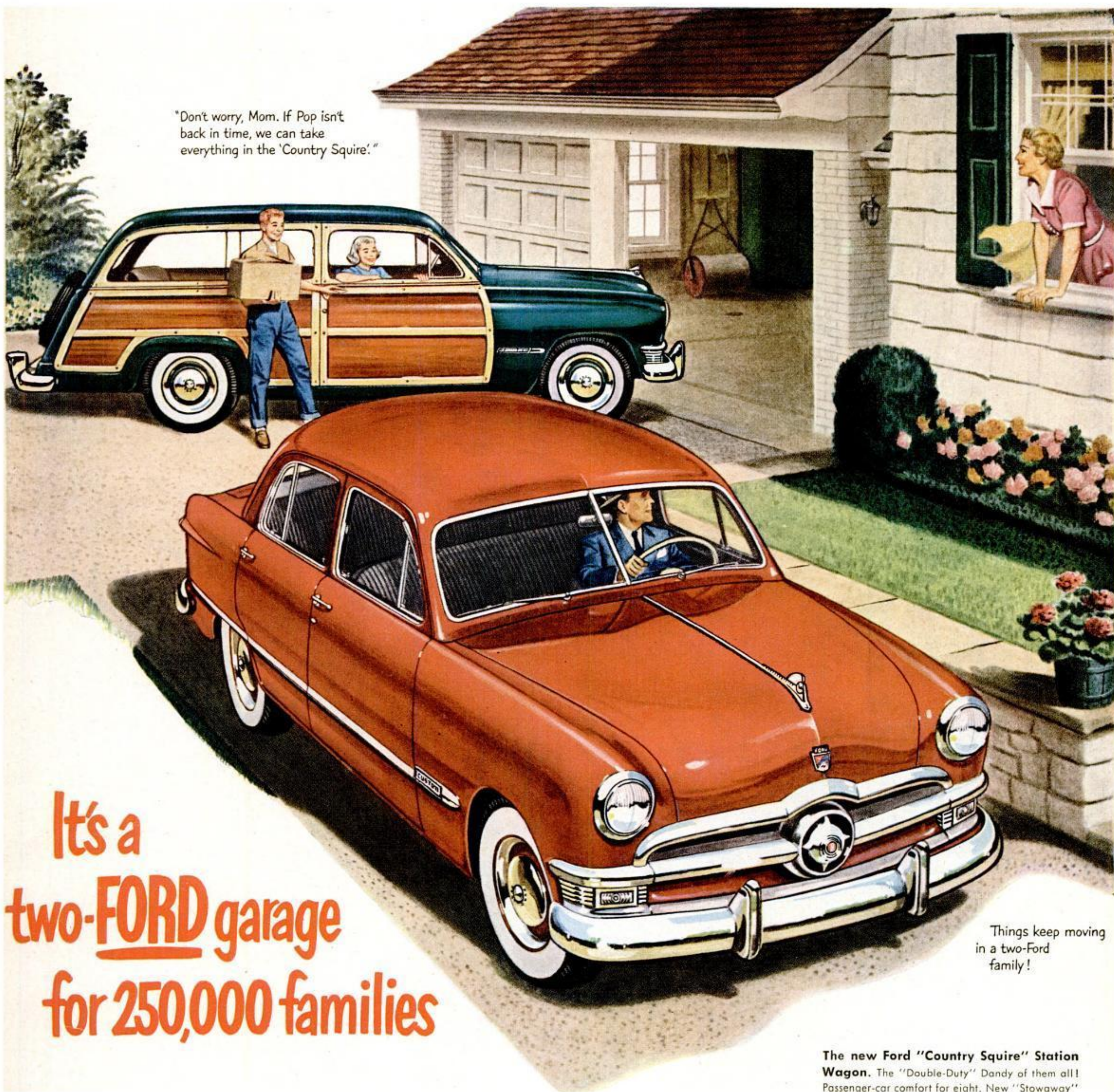


HIS DAYS AS A HUMBLE ICEMAN FORGOTTEN, THE BABE HAS A TEMPERATE DRINK OF HOMEMADE WINE WITH HIS GIRL'S FATHER



THE BABE'S HAPPINESS AND SUCCESS ARE COMPLETE WHEN HIS SWEETHEART SAYS YES, SHE WILL MARRY HIM

"Don't worry, Mom. If Pop isn't back in time, we can take everything in the 'Country Squire'."



It's a two-FORD garage for 250,000 families

Things keep moving in a two-Ford family!

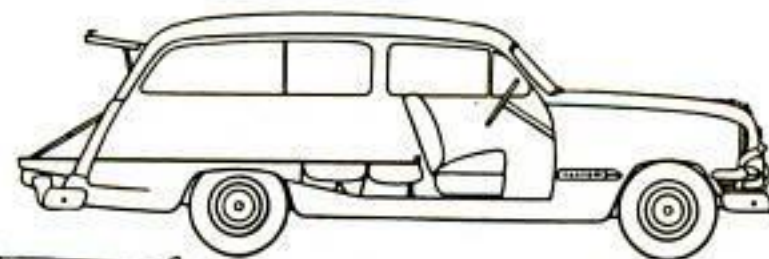
Yes, a quarter-million families now own two fine cars—and both of them are Fords! These families are enjoying the convenience other people dream about. And they've found that two Fords cost little more than one high-priced car.

Fords are thrifty to buy, thrifty to run, and there's less dollar depreciation at "trade-in" time!

Chances are you are closer to being a two-car family than you think. See your Ford Dealer today and "Test Drive" the two '50 Fords shown here. The car you now own may well provide the down payment on both of them.

The '50 Ford Fordor Sedan. A smart, roomy car that's a pleasure to drive. With King-Size Brakes that act 35% easier. With a "sound-conditioned" Lifeguard Body and Sofa-Wide seats. With style that has been awarded the Fashion Academy's Gold Medal 2 years in a row. And with Ford's famous "Mid Ship" Ride to "float" you over the rough spots.

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fresh flavor guaranteed
 by KRAFT



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it tastes so good
 because it's always
fresh!

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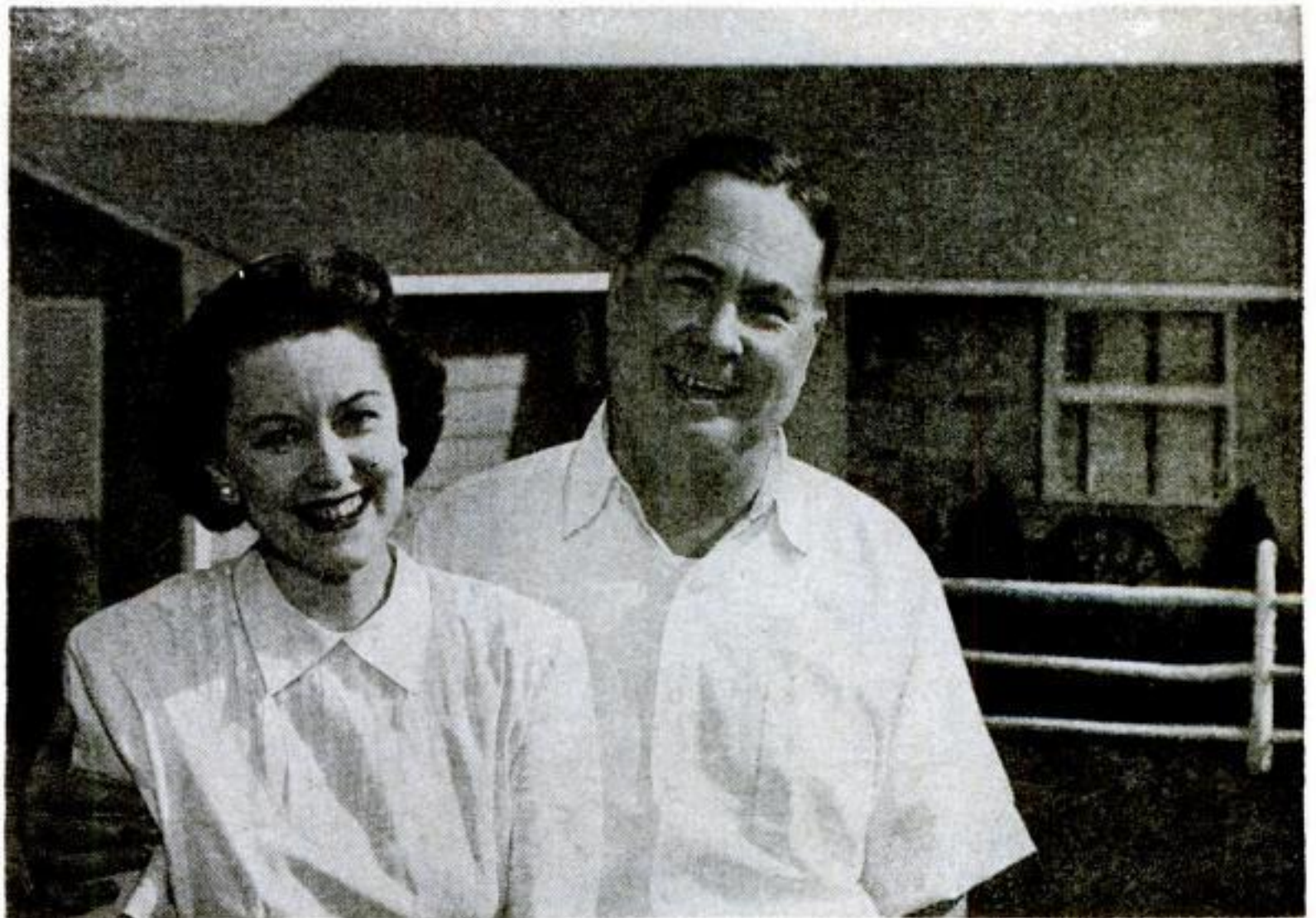
This portrait of General Douglas MacArthur was completed in Tokyo in late June by Thomas E. Stephens. Commissioned by the U.S. Military Academy, Stephens sketched MacArthur in three poses. MacArthur picked this one for hanging at West Point. It shows the 70-year-old general characteristically dressed in sun tans with no tie. He wears none of his 46 decorations. In the background is the garden door of U.S. Embassy, where the general has lived since 1945. For a new look at Japan, which is now the base for MacArthur's U.N. command in the Korean war, see pages 84 through 90.

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How we retired with \$200 a month

WE'RE having a wonderful time, Betty and I. We're doing all the things we've dreamed of doing. We're really living. Summers, we pack the car and take trips. And it's all thanks to a check for \$200 that comes by mail, regular as clockwork, every month!

The neighbors think we're rich. Few guess the truth. Actually almost anyone can provide the regular income we have—if he starts young enough.

Luckily for me, I was about forty when Betty began to worry about our future. "You're going to want to slow up in a few years," she'd say. "You won't always want to work." And I'd laugh. Because I felt fine. "I still have twenty good earning years ahead of me," I'd answer.

But one day she stopped me. She asked me how much I'd earn in the next twenty years—not counting raises. I did some quick arithmetic, multiplying my salary by 20. It ran up into six figures! I gave her the answer, and grinned.

Betty wasn't impressed. "How much of that do you think we'll save?" she asked. I had to be honest. We were spenders. "A thousand or two," I admitted.

"That's just our trouble," she said. "We can't seem to save. That's why you ought to get one of those retirement income plans. And now."

I could see that Betty was right. Most of

what I'd earn in the next 20 years would go—as it always did—unless I made some systematic plan for our future then and there. So I looked into the subject and discovered a modern way called the Phoenix Mutual Retirement Income Plan.

It was a way I could make part of my salary now buy me a retirement income later. All I needed was to start in time.

With a Phoenix Mutual Plan, I could get a check for \$200 a month for life, starting in 20 years, when I reached 60.

Betty and I were both mighty happy the day I applied and qualified for my Phoenix Mutual Plan. Right away it gave us a wonderful feeling of security. But the big day came, twenty years later, when our first Phoenix Mutual monthly check for \$200 arrived in the mail. I retired. Now Betty and I are having the time of our lives—with no money worries.

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 to \$200 a month or more—starting at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't delay.

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Give a Stanley Hostess Party

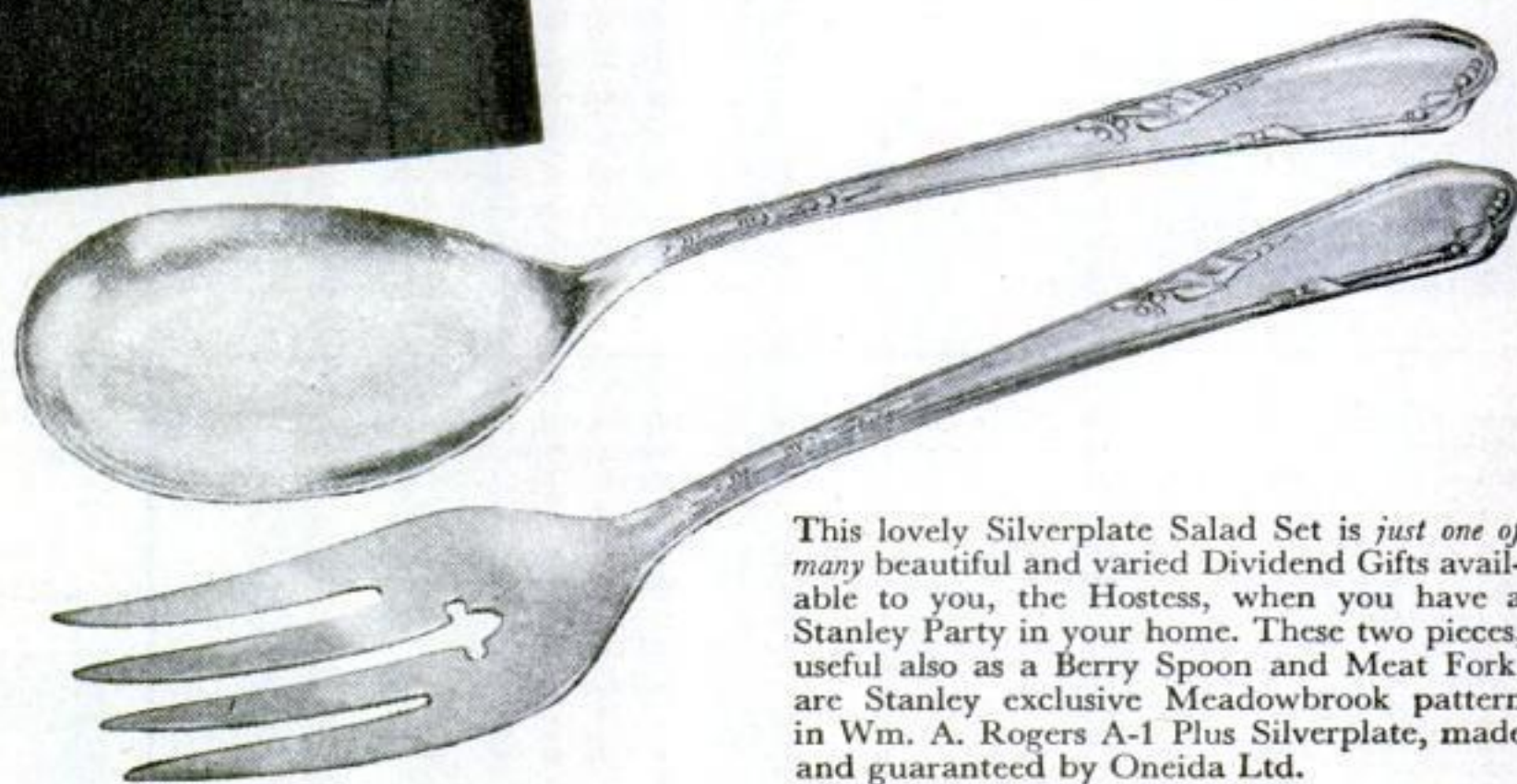
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Why not plan—right now—to give a Stanley Hostess Party? Write or phone your Stanley Dealer today. Or for any information about Stanley, write or phone your nearest Stanley Home Products Branch Office, or Stanley's Home Office in Westfield, Mass.

EVERYBODY LOVES A STANLEY PARTY
—Each guest receives a nice gift which in itself makes her glad she came. Your Stanley Dealer acts as Master of Ceremonies—helps to get your party off to a gay start—and briefly demonstrates the famous Stanley Quality Plus Products.



This lovely Silverplate Salad Set is just one of many beautiful and varied Dividend Gifts available to you, the Hostess, when you have a Stanley Party in your home. These two pieces, useful also as a Berry Spoon and Meat Fork, are Stanley exclusive Meadowbrook pattern in Wm. A. Rogers A-1 Plus Silverplate, made and guaranteed by Oneida Ltd.

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CARS FROM ALMOST EVERY STATE POUR INTO TOWN

THE VISION OF NECEDAH

In a troubled world the human spirit eagerly seizes all hopes. Last week 80,000 Americans, some of whom were fanatics but most of whom were level-headed citizens, assembled in Necedah, Wis. (pop. 838) to pursue another hope.

Nine months ago 41-year-old Mrs. Fred Van Hoof, a farmer's wife, awakened at night and saw a vision which she concluded was that of the Virgin Mary. Five months later Mrs. Van Hoof heard but did not see the Virgin, and this time she said to her: "Pray. Tell your parish priest . . . and your relatives. . . ." Thereafter, according to Mrs. Van Hoof, she saw the vision five times, and on the last time it promised to appear once more on Aug. 15.

Despite the fact that the Catholic Church officially took no interest and Samuel Cardinal Stritch warned that superstition must not replace religion, the news spread across the country. On the 15th there were six special trains, 102 buses, 17,000 automobiles. People stood in huge crowds around the Van Hoof farmhouse, singing and praying. They said their rosaries endlessly, worked themselves into a deep religious fervor. But in the afternoon it was suddenly over. Mrs. Van Hoof came out of her house and stood before a statue of the Virgin for a few minutes. Then she said she had seen the vision and that it had spoken to her. The words Mrs. Van Hoof said she heard—"Destruction is above us. . . . America must pray now, not tomorrow. . . ."—might have been spoken by anyone or everyone in that enormous crowd.

MRS. FRED VAN HOOF, convinced she has seen the Virgin Mary, stands by a shrine in her dooryard.





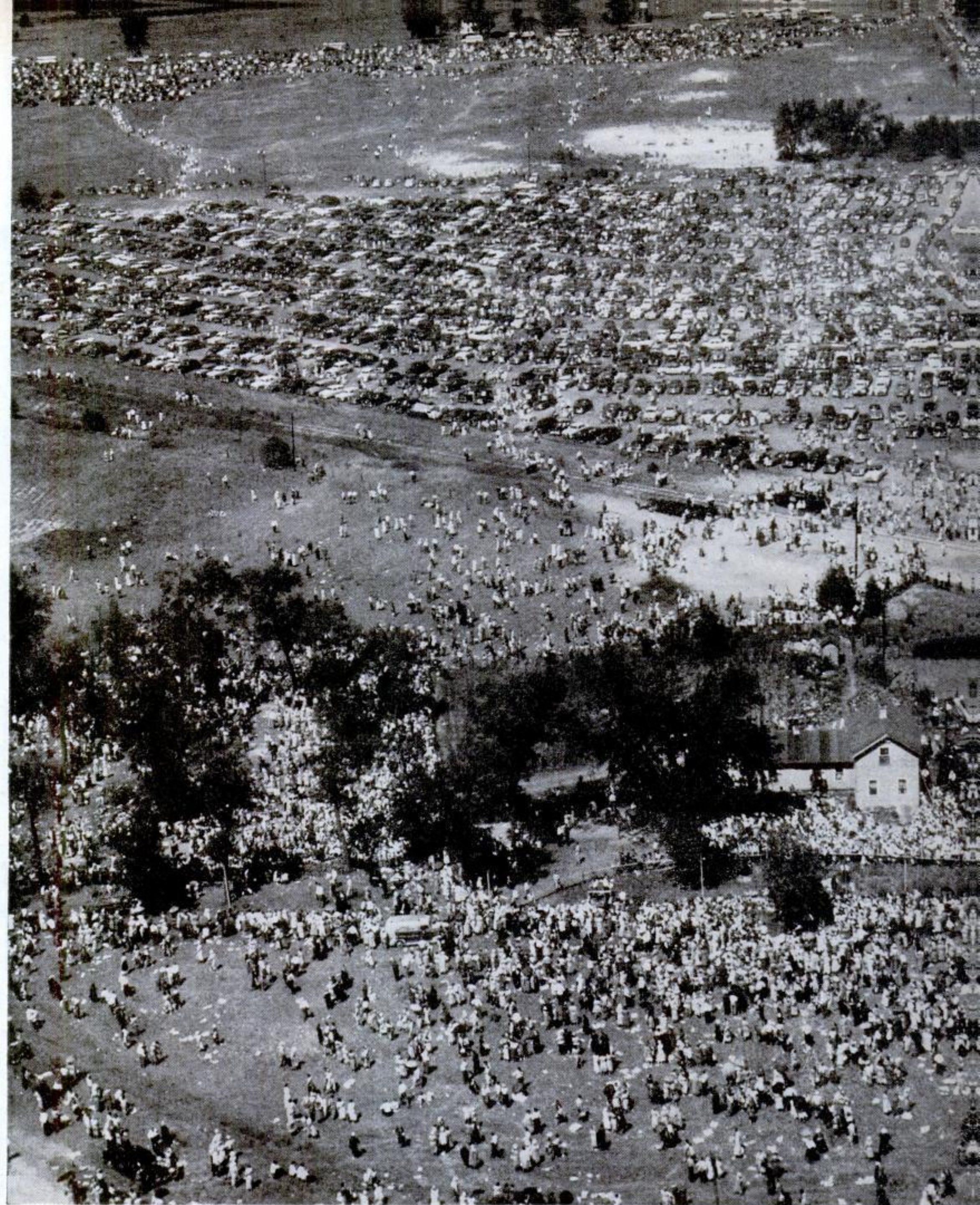
ROSARIES were sold on stands set up at farm and blessed by Mrs. Van Hoof.



LAME FEET are bared by devout visitors who hope to be miraculously cured.



CRIPPLED HANDS are also exhibited, but no sudden recoveries took place.



AFTER VISION she weeps, is helped away by policeman and her husband.

BEFORE VISION she eats with husband and children (*left*). She has seven.



ACRES OF PEOPLE and automobiles cover the Van Hoof farm on Aug. 15. The shrine was set up in the dooryard of the gray farmhouse. Squads of state police kept crowd away from building, but flowers and fences were trampled.



LIFE-SIZED CRUCIFIX on a bluff—overlooking the town of Necedah draws the devout. It was erected there by a group of Catholic laymen, according to instructions Mrs. Van Hoof says she got during earlier visitation of the Virgin.



GOATS WON'T BE GOATS

The picture above shows a French goat happily chewing posters of *l'Humanité*, the French Communist party newspaper, off a Paris building wall. It is, so far as we know, the first photographed instance of sabotage directed against, not by, the forces of Communism in France. It pains us to record that the goats of France seem to have a better idea of how to combat Communism than the French people, who, although they have begun to turn against the local Communist party of late, are still letting Communist trade unionists and political leaders get away with something pretty close to murder.

SING A SONG OF NONSENSE

The Russians, according to a Berlin report, are using the lyrics of a U.S. song to make propaganda points against America. Specifically, they have used the words of *If I Knew You Were Coming I'd've Baked a Cake* to prove the American masses are starving. Sure, sure. But they should have known this 25 years ago, when U.S. bands were playing *Yes, We Have No Bananas*. If the Soviet propagandist really wants to make something of it, he might also be advised that the U.S. has a housing problem—it's proved by the words to *A Shanty in Old Shanty Town*. The U.S. is lazy, too (*Oh! How I Hate to Get Up in the Morning*). As for the American woman, she's just no good (*The Lady Is a Tramp*).

If the Soviet propagandist wants any more tips from us, we have one more song to mention: *I'll Be Glad When You're Dead You Rascal You*. That proves the U.S. is a nation of warmongers, of course. More seriously, it's the truth about Soviet anti-U.S. propagandists so far as we are concerned.

All good soldiers grouse. Usually the grouching is just a way of letting off steam. However, quotations from GIs in Korea by war correspondents—our own and others—seem to reflect a little more than the ordinary complaints one expects from soldiers. We're not trying to second-guess the generals. Faced with the terrific job of improvising a Korean campaign from scratch, they undoubtedly did the best they could. But after some seven weeks of fighting, it begins to look as though we might start to profit from some of our experiences.

The GI in Korea has been up against superior ground forces from the start. Although the news looks slightly better as we go to press, the GI faces the probability of the enemy having numerical ground superiority for months to come, whether he is meeting North Koreans or Russians. The North Koreans have made skillful use of Russian weapons and Japanese infiltration methods. To counter these the command of the Eighth Army has in recent weeks used a large, shifting, loosely fortified defense line, relying on counterattacks up the roads and valleys with not enough soldiers to man the hills. In consequence many of our counterattacking units have been pinched off, some wiped out,

some withdrawn from the territory they had fought for and taken. Was this necessary? There are Marine sergeants in the field who think not. The sergeants have argued that this mobile strategy is more suited to the roads of Europe than to Korea, which is more like Iwo Jima or Okinawa. It is almost as if the U.S. forces, in counterattacking up the roads with their flanks exposed to enemy-held ridges, have been making the same mistake General Braddock made against the Indians during the French and Indian War. The leathernecks wonder why the generals failed to use South Korean manpower to build a tough perimeter arc, proportionate in size to the number of U.N. troops available and barricaded with tank traps, barbed wire and interlocking fire zones, against which the enemy would waste its strength while the GIs set themselves up for slashing offensives from the perimeter.

It is not the sergeants' business to run the war. It is not the civilians' business either. But it is essential that the U.S. should begin to look as though it has real military savvy. It must do this to discourage future aggression and to prove to its allies that the U.S. is more than ever a friend worth having when the chips are down.

U.S. CIVIL DEFENSE LAGS

There is an automobile made by the Nash-Kelvinator Corporation which can be transformed into a traveling bunkhouse by jiggering the seats. We know of at least one family which has bought a Nash mobile bedroom in anticipation of the day when they may be refugees from atomic bomb attack on a U.S. East Coast city. Is this foresightedness? Or jitters? Judging by the stories one reads these days about the current state of U.S. civil defense, we are inclined to call it foresightedness.

What gives with U.S. civil defense anyway? What if the Russians were to deliver a sneak attack on a U.S. city tomorrow? Has the U.S. an organization that will be able to tell the individual when to stand fast in case of attack (panic caused by running can sometimes be worse than a bomb), or in what order to go? "Our civil defense isn't," says able Military Commentator Hanson W. Baldwin of the *New York Times*. Civil defense planning, says President Truman, as though in riposte, is much farther advanced than anyone realizes. The truth would seem to be that, while the *planning* may be advanced, the actual means for defense are, at the moment, just about as scarce as orchids in Labrador.

The means for civil defense include everything from blood banks and splints to underground bomb shelters. The U.S. as a whole lags in all such things. Civil defense also implies coordination with the positive measures for forestalling an attack. Among these positive measures are an effective radar warning screen and numerous Air Force interceptor groups, which the U.S. just hasn't got.

So there isn't much civil defense beyond some blueprints for organization. When the

U.S. was going on the assumption that Russia couldn't produce the atom bomb before 1952, the lack of such defense was part of a calculated risk. But the risk should have been recalculated the moment it became known that Russia had the bomb and the long-range TU-4s capable of delivering it.

Between luck and local initiative the U.S. has made some progress toward safety in the atomic age. Ever since 1945 the suburbanization of America has been proceeding apace: people have been decentralizing themselves by building homes in the country. New York State is fortunate in having General Lucius Clay and his able Berlin assistant, Colonel Lawrence Wilkinson, to do a full-time coordinating job. Other states and localities have tackled the problem without waiting for Washington direction. Meanwhile the ordinary citizen can bring himself up to date on possible future realities by reading a 456-page book called *The Effects of Atomic Weapons*, issued recently by the Atomic Energy Commission and the Department of Defense (see the LIFE story on pages 26-29). This book contains practical advice on how to minimize the effect of the blast if one is caught near a target area.

So much remains to be done, however, that Washington should proceed at once to give Dr. Paul J. Larsen, head of the National Security Resources Board's civilian mobilization office, some real authority. Any serious defense program must reckon with possible major catastrophe, to one or more great cities, and any such catastrophe would be national, not local, in the consequences to be tackled on the morrow of disaster.



LOVING LION

Last year Dr. J. Emery Frank of Salt Lake City got a present from the local zoo. It was an African lion cub, so sickly it seemed likely to die. But the doctor kept it alive and this month brought it back to Sheridan, its birthplace, to show the folks. The cub was now a husky

135 pounds and very affectionate. Dr. Frank took it to a nightclub, where it developed a sudden attachment for Jim Carroll, a total stranger, and demonstrated this with a fond swipe of its tongue. Lions' tongues have a texture similar to sandpaper, Number 1 grade.



FILE OF BOOK PAGES IS CHECKED BY PRINTER

ATOMIC HANDBOOK IS A BEST-SELLER

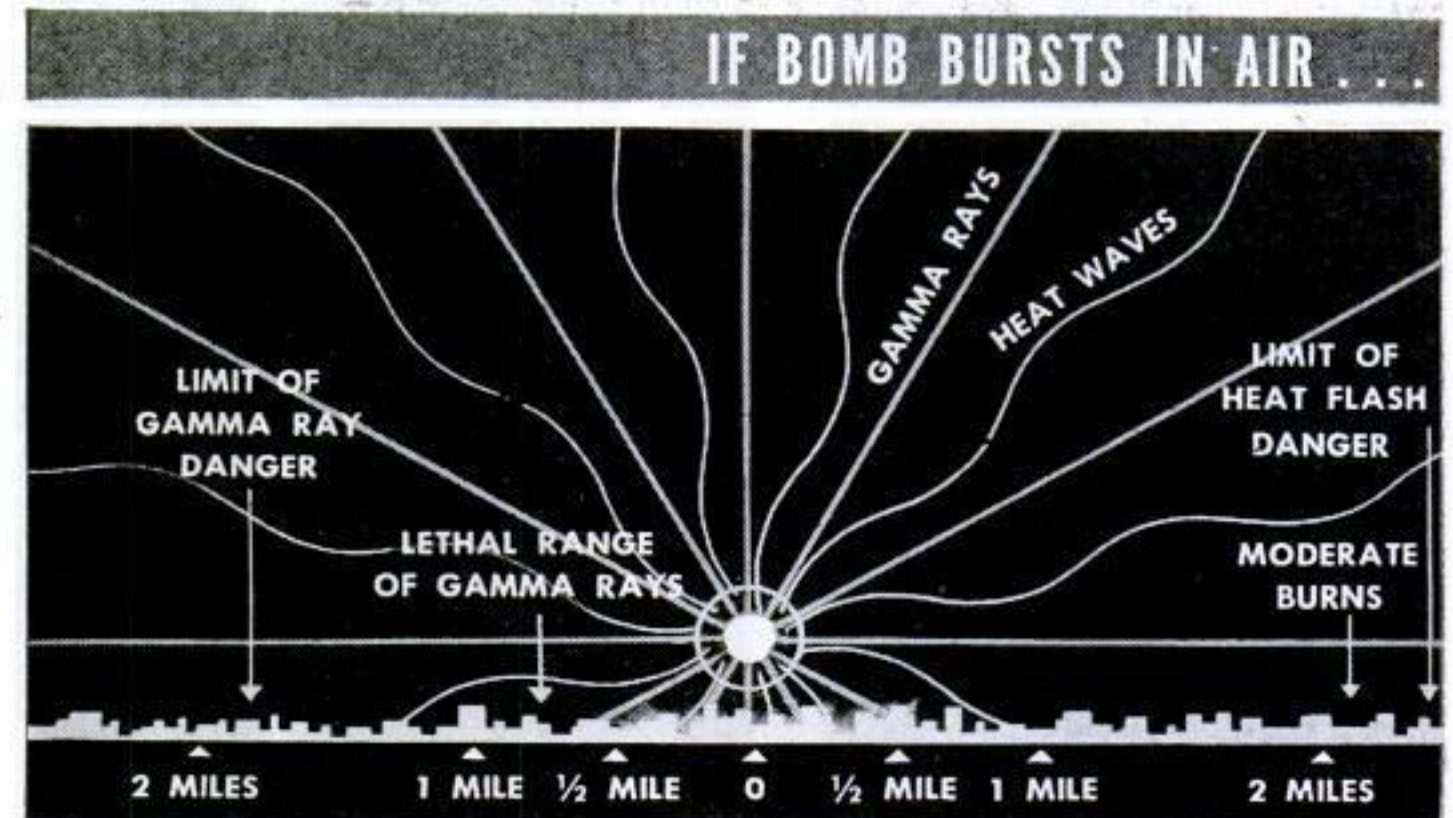
**New government manual tells what will happen
and what to do if A-bombs fall on U.S. cities**

Last week U.S. citizens got the answer to a question which the threat of World War III had brought to sharp focus in their minds: what to do if an A-bomb falls on an American city. The facts they wanted were contained in a semitechnical, 456-page report published by the Department of Defense and the Atomic Energy Commission, which in its first week had already become a best-seller. The book, called *The Effects of Atomic Weapons*, gives the first detailed account of the nature of an A-blast and what it does to buildings, utilities and people. For public officials it defines the elements of atomic defense. For individual citizens it lists things that can be done in case of a surprise atomic attack, whether by air burst (opposite page) or water burst.

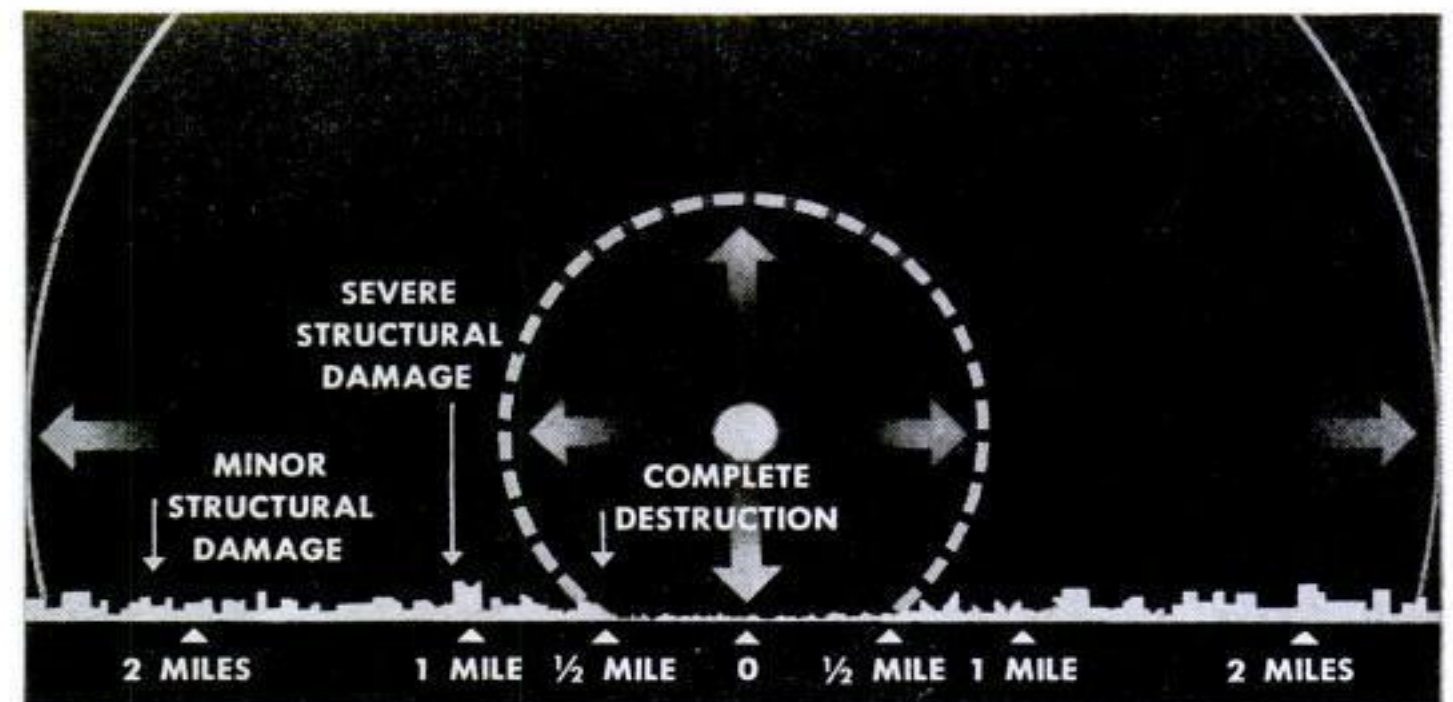
Considering the almost total lack of present defense preparations (see editorial, p. 24), it seems likely that the initial attack may well be unexpected. To the man in the street the first warning of an air blast will be the blinding flash of a terrible light brighter than a hundred suns. Every one within half a mile almost certainly will be killed instantly or die soon after. Those who are still alive should do three things—if possible within the first second: turn away from the light; cover face, neck and hands; take the nearest cover if it is not more than a step or two away or, if in the open, drop to the ground and curl up.

The explosion itself takes place in less than a millionth of a second. In that time it develops a temperature of a million degrees, unleashes deadly radiation, builds up an air pressure hundreds of thousands of times greater than that of ordinary atmosphere, then forms into a rapidly expanding ball of fire (top, right). The gamma rays, powerful enough to penetrate thick concrete walls, attack the body's blood cells and cause fatal radiation sickness. The scorching heat of the explosion radiates for three seconds, then is over. The shock wave, strengthened by its own reflections from the earth's surface, thrusts outward at 1,000 miles an hour, crushing buildings in its path. In 10 seconds its damage is done.

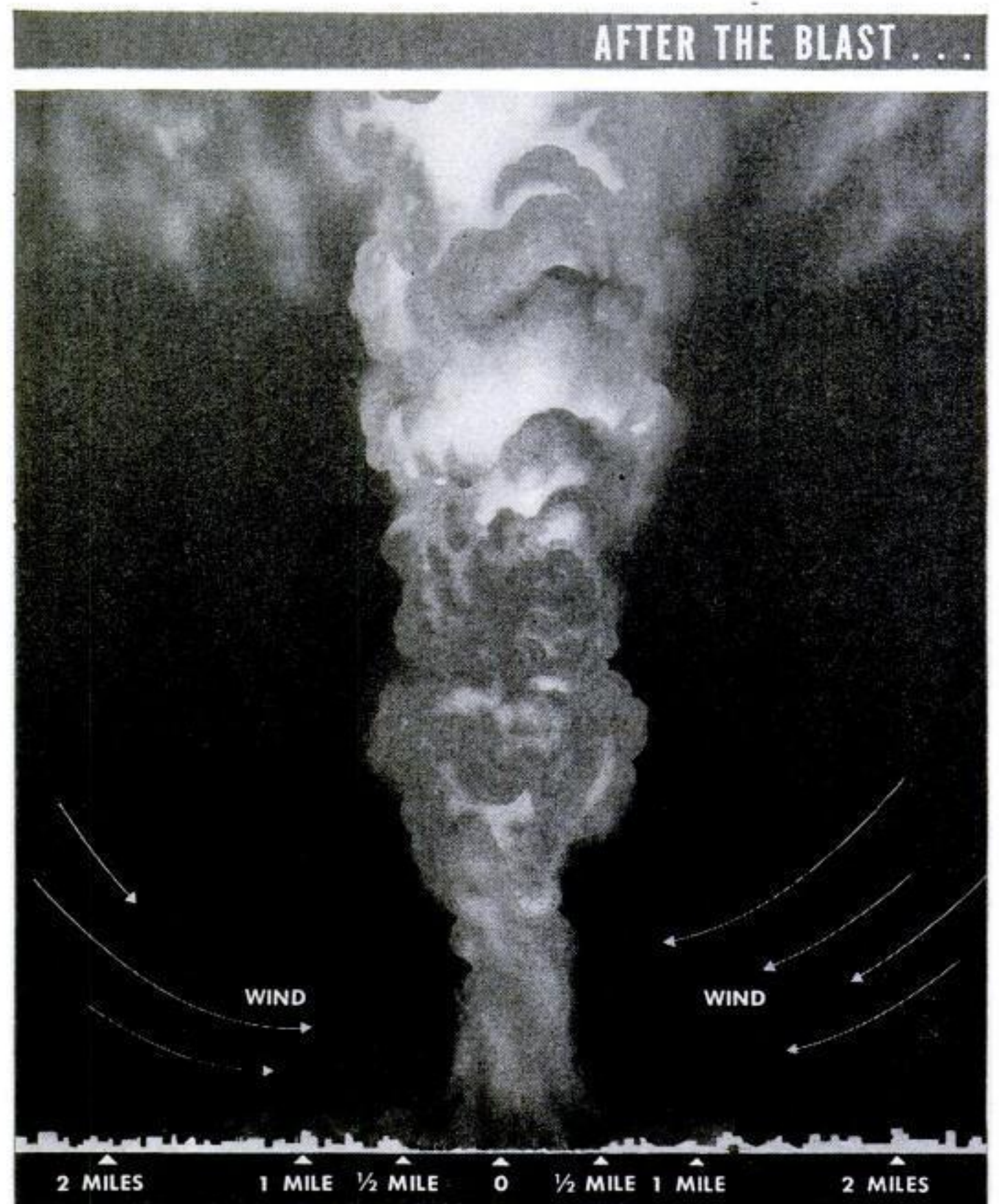
U.S. buildings may not survive an atomic attack any better than the buildings of Hiroshima and Nagasaki which had been built to resist earthquake pressures. Beyond the area of total destruction, steel frame, reinforced-concrete buildings will withstand the blast best. Within 8,000 feet some frame residences may survive, but brick and stone buildings, most homes and structures with long spans of unsupported beams will be ripped apart. An air burst will leave little residual radiation—far less than was first feared after the Japanese bombings—and those parts of a city that are still standing will be usable very soon after the blast. Inevitably casualties will be heavy; but the precautions suggested by AEC may make the difference between life and death to thousands of people.



ONE SECOND: Blazing fireball formed by explosion of the A-bomb has grown to its maximum width of 900 feet and the shock wave (circle) has moved 600 feet beyond it. Gamma rays, traveling at the speed of light, have already done half their damage but will continue to radiate in diminished strength for 100 seconds.



10 SECONDS: By now the immediate effects of the burst are over. The shock wave, having in three seconds (dotted line) caused total destruction within a radius of a half mile, has now moved out to 12,000 feet—the limit of its destructive range. The fireball has risen to height of 3,500 feet and lost most of its brightness.



20 MINUTES: Fires which have been started by collapsing buildings and the explosion's heat flash are growing rapidly. Cloud of hot gases has risen to about 40,000 feet and is being dispersed. Air sucked inward by the rising gases creates winds which converge on city, quickly fanning flames into a swirling fire storm.

... THIS IS HOW YOU CAN PROTECT YOURSELF



CROUCH BEHIND TREE, if one is within two steps, the instant the bomb's blinding light appears. Turn away from the blast. Cover face, neck, hands to protect them from searing heat of the flash burn.



DODGE INTO DOORWAY, which will offer moderate protection against the flash and falling rubble. If you are pushing baby carriage, cover infant and exposed parts of your body with the baby's blanket.



FALL FLAT ON SIDEWALK if there is no shelter close at hand. Press body tight against wall of building so that debris will fall beyond you. If you are carrying a briefcase or paper, shield your head with it.



CRAWL UNDER TABLE if you are indoors, for then main danger is shock wave's damage (caved-in roof, hurtling debris) rather than burns. Tablecloth yanked over body will help ward off glass splinters.



DIVE UNDER DESK, back to window, immediately after the flash, to minimize cuts from concussion-blasted windows. If building is modern and at least 1½ miles from explosion, walls will not collapse.



JUMP INTO TRENCH, or any other convenient depression in ground, if you are in your yard when a bomb explodes. If drying laundry is within reach, pull it over you so that it will protect you from heat.

... THIS IS WHAT MUST BE DONE



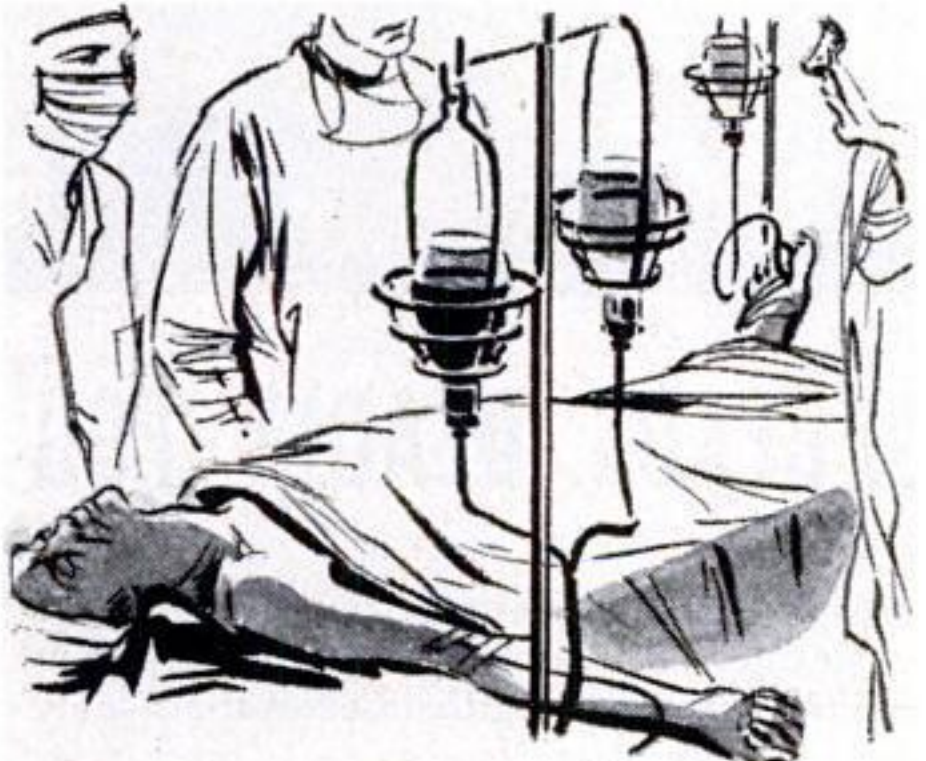
FIGHTING FIRES will be a major job, for heat flash will set buildings aflame, and concussion will ruin or severely damage gas tanks within a mile, causing huge fires to spring up in many different places.



DETECTING RADIOACTIVITY will be duty of monitoring crews. Protected by masks and coveralls, men will hold Geiger counters over area, listening through earphones for ticking of contamination.



RESCUING WOUNDED from debris, emergency squads will need the aid of bulldozers. Many thousands of people will be trapped in the ruins of buildings knocked down by the force of the shock wave.



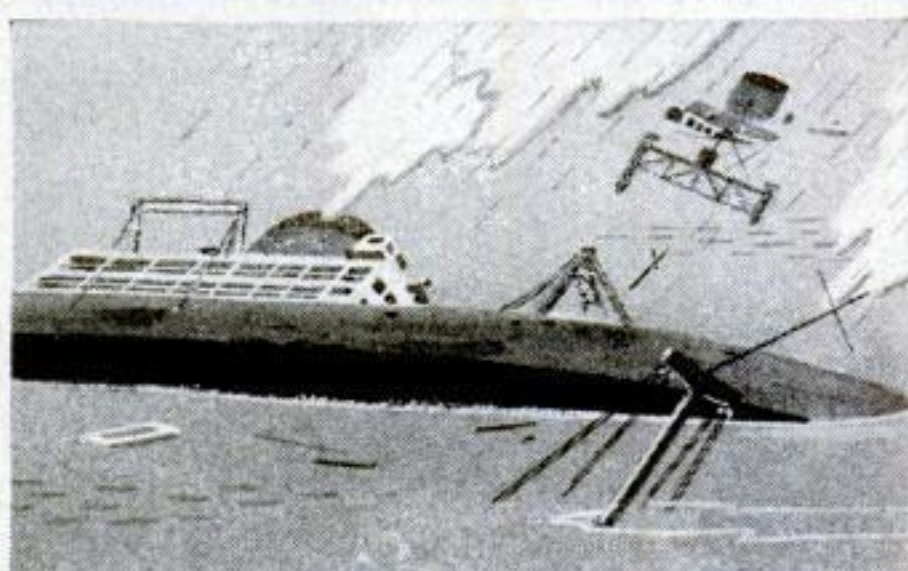
GIVING TRANSFUSIONS will be biggest job in casualty station because of large number of people wounded by flying glass and masonry. Whole blood and special nutrients will help reduce physical shock.



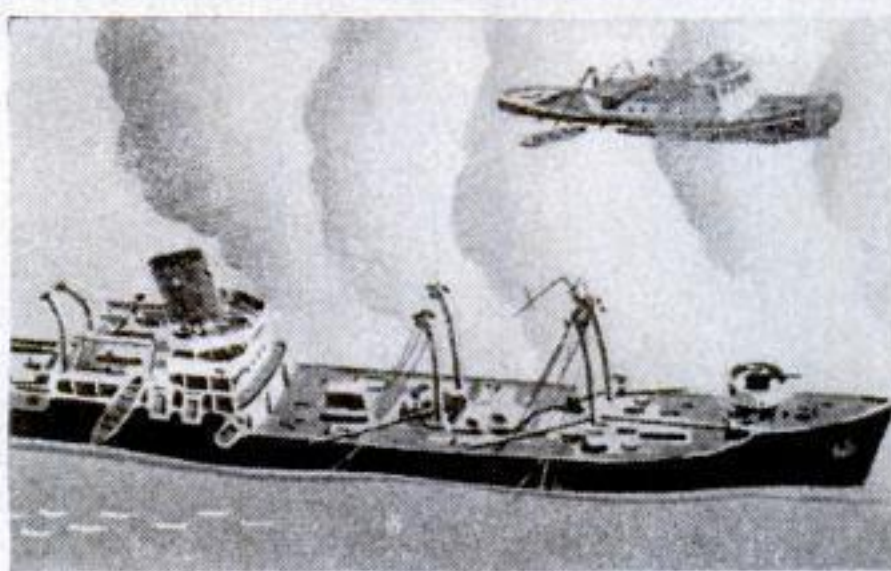
TREATING BURNS will be a particularly urgent task because the heat radiation from an air blast will cause flash burns on anyone within a mile who is in the open and has not covered exposed skin surfaces.



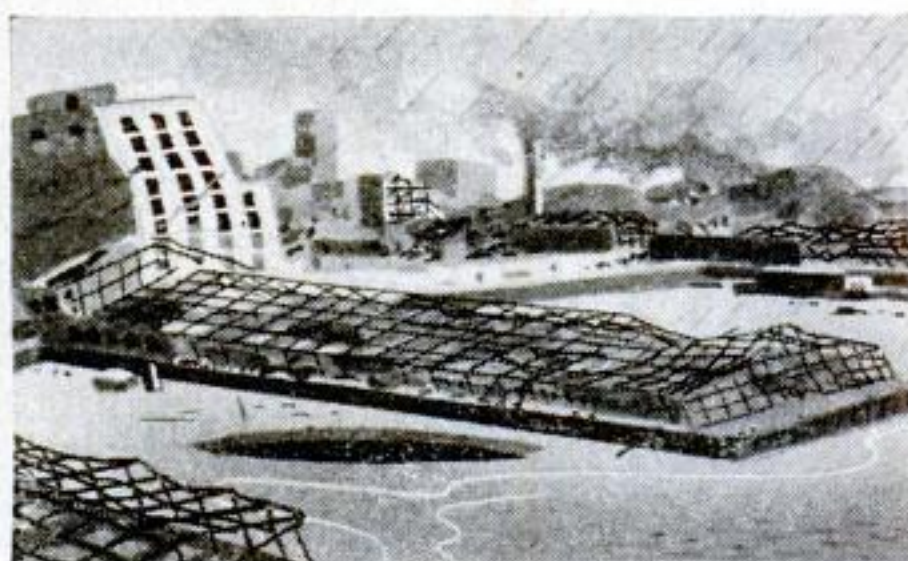
ANALYZING BLOOD of all patients will be done promptly by technicians to find out whether there is sharp fall in number of white blood cells—a sign that the patient probably suffers from radiation sickness.



SHIPS ARE SUNK by the bomb's shock wave within 1,800 feet of the explosion. Radioactive water pours down upon them from column of spray.



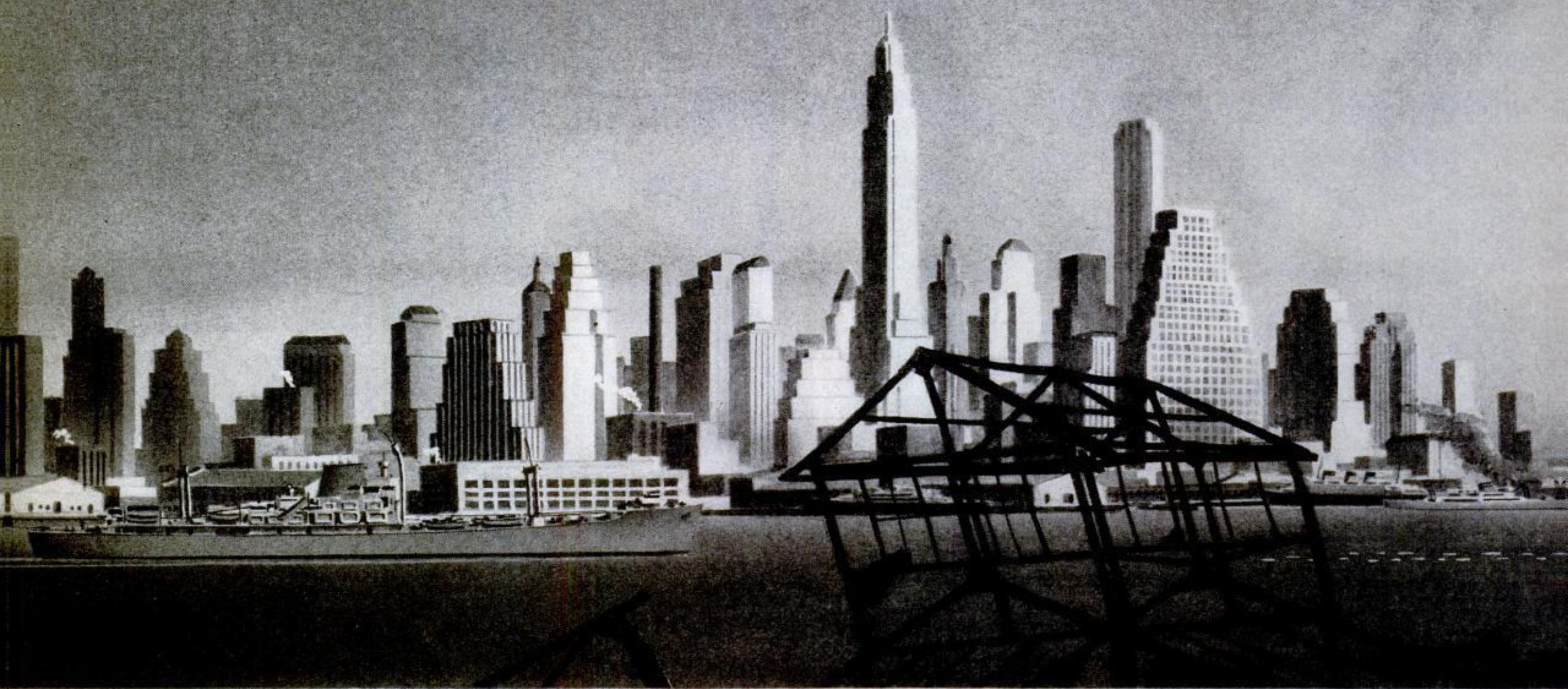
SHIPS ARE DAMAGED for half a mile around by blast pressure and wave. The base surge rolls over them, making them dangerously radioactive.



BUILDINGS ARE WRECKED within a half-mile radius of the burst. Spray and radioactive mud from harbor floor cascade from overhanging cloud.



BUILDINGS ARE DAMAGED within mile of the burst. Plaster is cracked, glass is shattered and window frames and doors are blown in by the blast.



UNDERWATER BURST IS LESS DESTRUCTIVE BUT SPREADS DEADLY FOG

An air burst is more efficient in its destruction than an underwater burst. But since it is easier to deliver a bomb secretly by water than by air, a future war's first atomic explosion might take place in the harbor of some vital port city. First warning of an underwater burst, which emits no bright flash, is a shock wave which will cripple every ship within half a mile and damage every building for a mile around. Immediately after

the shock wave a hollow column of spray rises from the water. It expands until it is half a mile thick and is crowned with a huge cauliflower-shaped cloud (*above*). From the foot of the column, the base surge, which is a bank of radioactive fog, rolls rapidly for a mile and a half in every direction, lifting after a few minutes to release a shower of radioactive rain. There is no sure protection against the fog which seeps in

through windows shattered by the blast. But people can reduce the danger of radioactive contamination by washing themselves thoroughly soon after the blast. Homes can be made safer by scrubbing walls, floors and ceilings and burying—but not burning—clothes, linen, curtains and rugs. To make a city safe, every contaminated street and building will have to be sand-blasted and sprayed with powerful detergents.



UNDERWATER BURST sends column two miles high over harbor which has already been damaged by the blast. Miniature tidal wave rolls out, and behind it, at foot of the column, foggy base surge is forming.



← **BURYING CLOTHES**, draperies and linens will be necessary in most homes within a mile of the blast because of residual radioactivity which will be far greater in an underwater burst than in an air burst.

SANDBLASTING STRUCTURES which remain standing within a mile of the explosion will be essential to cleanse them of radioactive dust, grime and spray. Specially prepared detergents will be used.

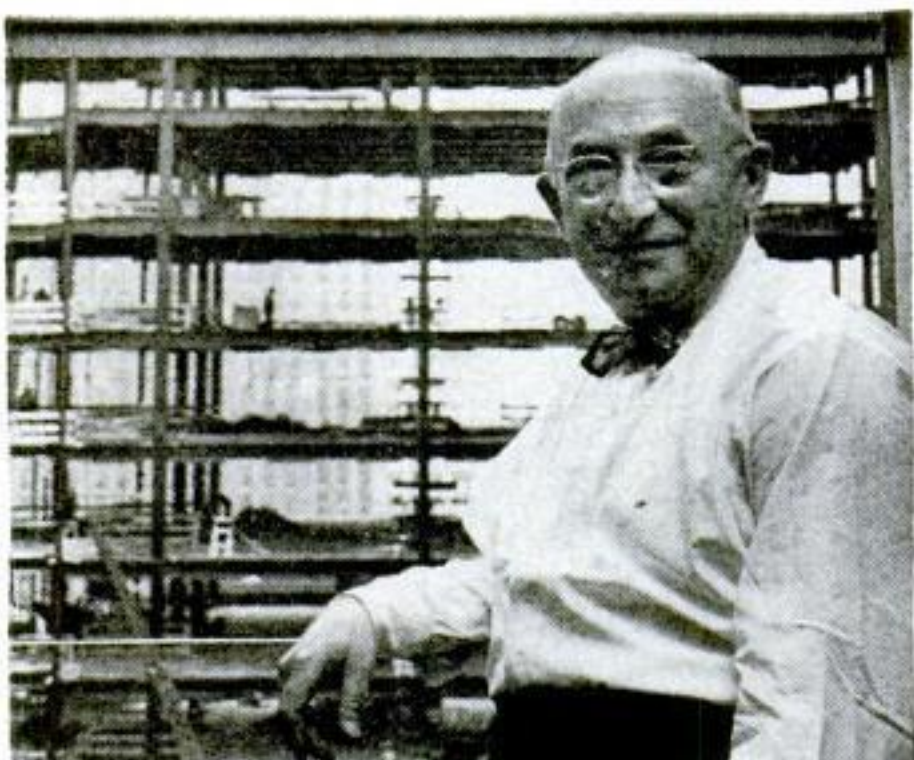




MAGAZINE EDITOR Robert Pitkin, 40, son of Walter (*Life Begins at Forty*) Pitkin, works as building goes up outside. Unworried by noise or bomb, he says, "People live happily on the sides of volcanoes."



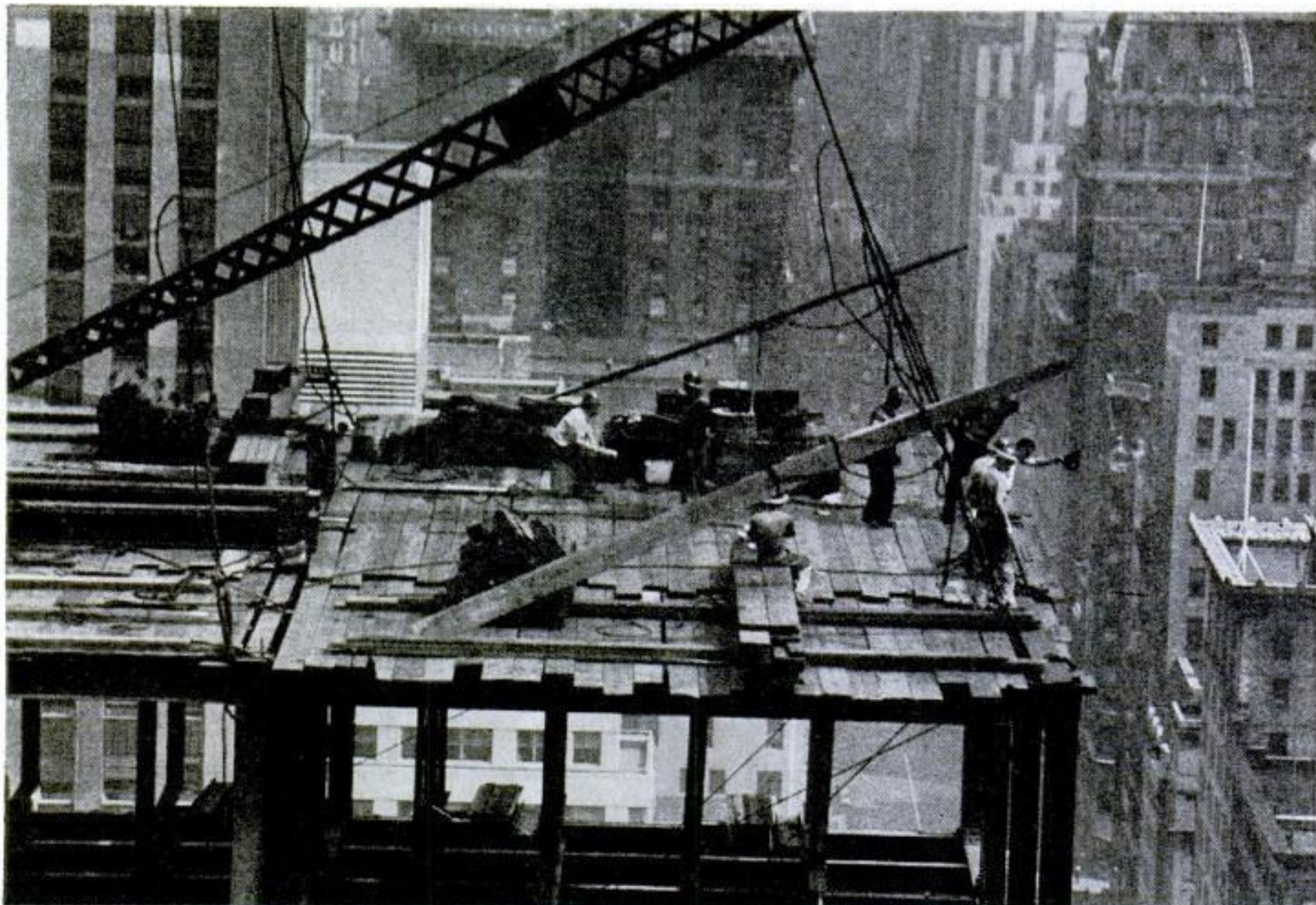
OFFICEWORKERS Mary Toomey (right) and Marianne Cooper have thought about bomb at their desks across from building. They would go "as far away as possible" if they thought a bomb was coming.



DIAMOND IMPORTER Simon Fuchs, who came to the U.S. from Antwerp 30 years ago, thinks the building will stand for a long time. "I don't believe the Russians have the atom bomb anyway," he says.



FATHER AND SON, Samuel (right) and Harold Aronowitz, both diamond dealers, disagree. Father thinks building is a good sign of peace. Son says, "A thousand buildings wouldn't be assurance to me."



WAVING HELMET, worker stands on temporary wooden platform and looks down into Fifth Avenue

to see if the last truckload of steel is on its way up. He and other steelworkers get \$26 for an eight-hour day.

SKYSCRAPER REACHES THE TOP

Officeworkers wonder about A-bomb as they see a new building go up

Last week a construction worker shinnied up a steel column high above Fifth Avenue to set waving a U.S. flag, fastened there to signify this was as high (400 feet) as New York's new Massachusetts Mutual Life Insurance Building would go. Officeworkers in nearby buildings (left), who had stuck close to their windows to watch the framework go up for eight months, watched the final rite with mixed feelings. Some were glad that the riveting was about over, but others

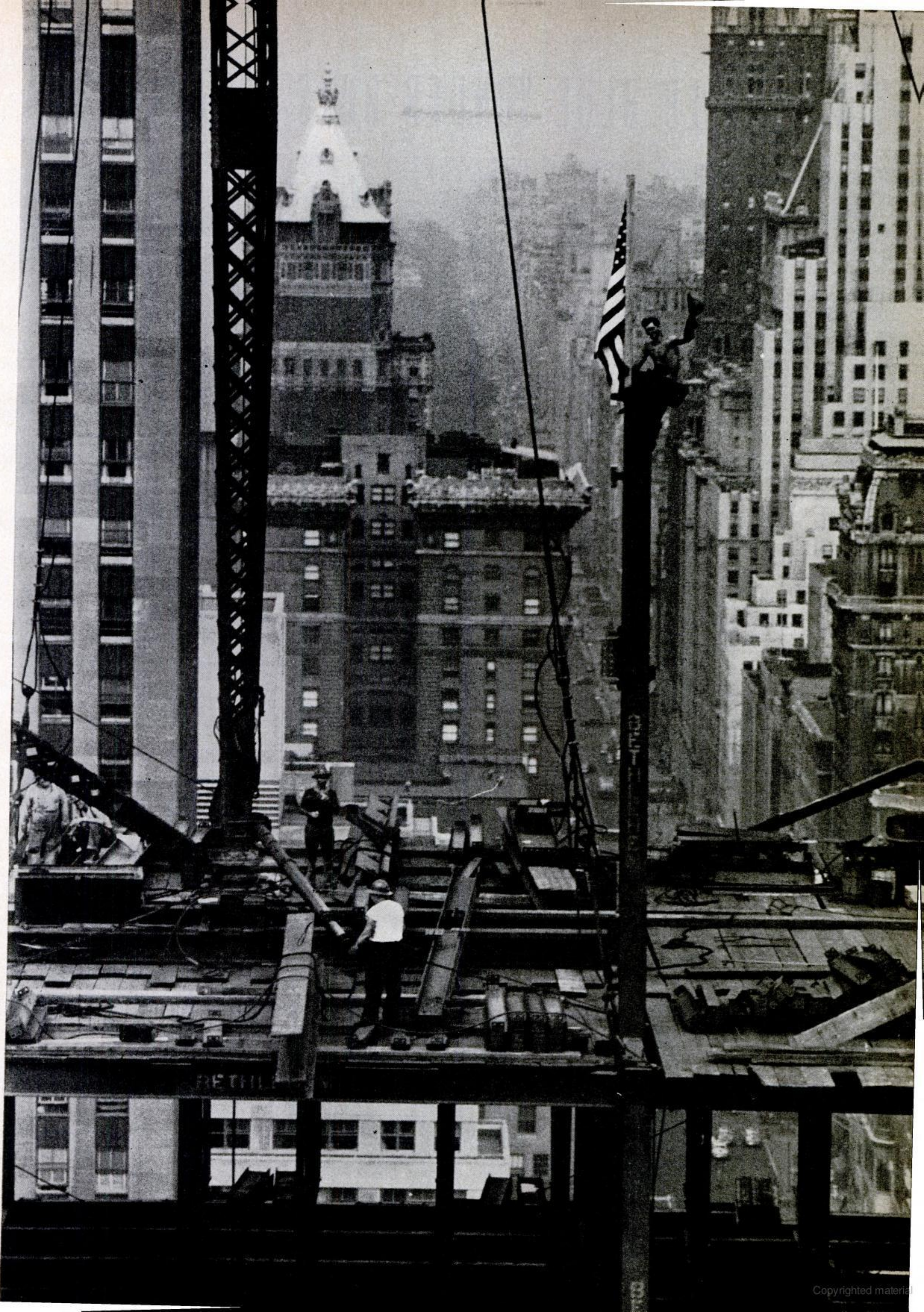
admitted they would miss the deafening noise. In a week in which a book about the A-bomb became a best-seller (pp. 26-29), staccato sounds of riveting gave many a sort of reassurance that normal life would still go on. The building's steel framework was supposed to be finished by July 14 (*LIFE*, June 12) but the work was six weeks behind schedule. Nevertheless the contractor still hoped to meet his deadline and have the building ready for occupancy by April 1, 1951.



LAST LOAD of beams and girders hovers above workmen as it is swung up out of street and lowered

onto platform. While waiting for the steel to arrive men gaily disrupted quiet by setting off firecrackers.

PLEASED WORKMAN SALUTES FASTENING OF FLAG TO BUILDING'S TOPMOST COLUMN →



THE "WILD BLUE YONDER BOYS" SNAP INTO A



WITH INSIGNIA INTACT, B-29 *United Notions* stands on airport in Japan after returning from the strike in Korea. With it are Lieut. John Wood (left),

navigator, and T/Sgt. Joseph Goslin, flight engineer, who uses a bicycle to get around the base. Like others on strike, *United Notions* met no flak or enemy planes.

SALUTE FOR GIs

B-29s take on tactical mission, trying to delay enemy offensive



"ROSIE" O'DONNELL

On August 17, 98 U.S. Superforts of the Far East Air Force Bomber Command droned over a tiny parcel of Red-held territory in Korea and disgorged more than 850 tons of bombs. Underneath, according to the estimates of Army Intelligence, approximately four North Korean divisions were massing for an attack on Taegu.

A few thousand yards away on the opposite bank of the Naktong River, GIs stood up in their emplacements and cheered the spectacle as great mushrooms of smoke rose over the valleys and ridges. The "wild blue yonder boys" of the Air Force were forsaking their strategic bombing to give help to the beleaguered ground troops. Not since the invasion of Normandy had big bombers, built and equipped for long-range missions, dropped such a huge concentration of explosives in close tactical support of infantry.

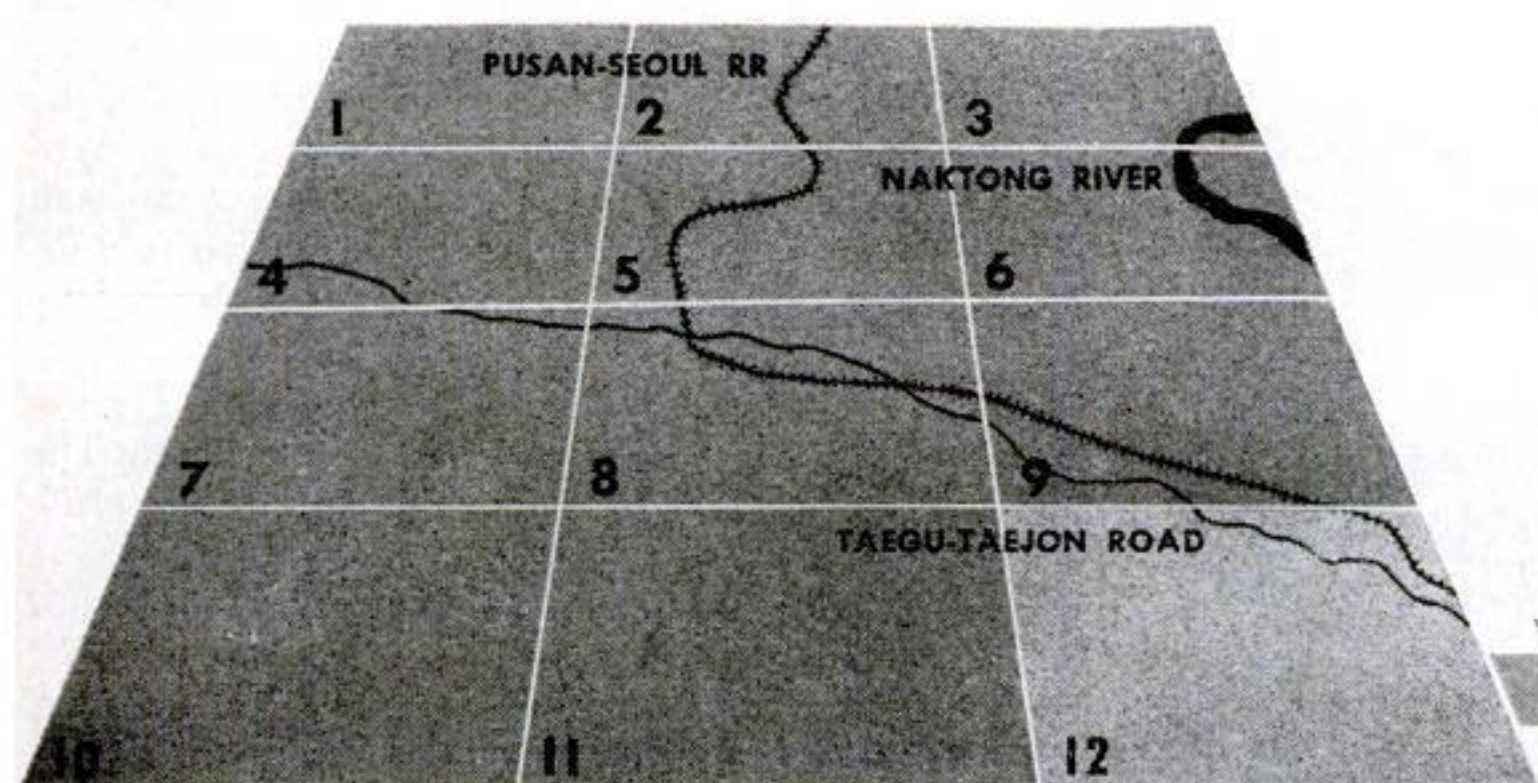
The planes took off at dawn from Okinawa and Japan. On their gleaming fuselages were painted the inevitable insignia—a lion's head, an Indian chief and all manner of beauties. They were led by Major General Emmet ("Rosie") O'Donnell (*above*), chief of the F.E.A.F. Bomber Command, who kept his B-29 hovering over the area to make sure no bombers edged dangerously near the U.S. lines. The planes, many of them manned by veterans of missions over Europe and Asia in World War II, pounded the target area with some 130 bombs per square mile.

As usual after air strikes, the effect could not be determined immediately. The North Koreans were delayed only briefly in mounting the offensive which the bombing was supposed to have stalled. But their attack proved weaker than expected. The Air Force was more optimistic about the psychological effect of its strike than the military one. Said "Rosie" O'Donnell, "Call it a salute to General Walker and his boys."



BOMB BURSTS in strike overlapped along axis of flight but not laterally between rows, as shown in

drawing below. Flying at 4,000 to 10,000 feet, each bomber was over target area for about 1½ minutes.



TARGET AREA (13,100 by 7,000 yards) was divided into 12 rectangles (*above*). Formed into 12 squadrons, B-29s flew over area, squadron at a time, each bombing



one rectangle. Sketch at right shows bombing of single rectangle. Most planes dropped forty 500-pound bombs at 150-foot intervals in rows about 650 feet apart.

THE BRAVE MEN OF NO NAME RIDGE

The Marines engage the enemy in a hideously brutal battle that recalls Peleliu, Tarawa and Iwo Jima

by JAMES BELL

TIME-LIFE Correspondent

This little ridge was hardly worthy of the term. It ran north and south, paralleling the Nakdong River 10 miles west of Yongsan. It was the southern end of an enemy salient in the Changnyong area where for 10 days U.S. troops had been trying to shove a North Korean bridgehead back across the sluggish stream. It was just a little hump three quarters of a mile long and less than 300 feet above the green valley floor. But this ridge with no name, undignified even by a primitive trail, will not be forgotten by the U.S. Marine Corps.

What historians will call it I have no idea. Perhaps it will be known simply as "Objective One," as it was designated on the map. Brig. General Edward Craig, commander of the 1st Provisional Marine Brigade, held in his lap as he sat in a bean field. But no one is going to forget it any more than he will forget Bloody Nose Ridge at Peleliu or Mount Suribachi at Iwo Jima or the sand dunes at Tarawa. Here took place the most brutal battle in the first two months of the Korean campaign.

"This," said one of Ed Craig's senior officers as he watched the long line of litters coming out of the valley below No Name Ridge, "is the toughest we've hit. This is like Iwo."

The Marines, having won the objective assigned them south of Chinju, were thrown into the Changnyong bulge after one night's rest. With the 19th Regiment and a regimental combat team they set out to drive an estimated 12,000 Commies from positions which were a menace to Pusan. No Name Ridge was the first assault point. The Marines had to take it before the combat team could move ahead in the center. Intelligence figured the enemy had around 600 troops well dug in along the ridge.

During the night of Wednesday, Aug. 16, the Marines moved into position on another ridge just east of there. Early on Thursday morning American artillery hammered No Name Ridge for five minutes. Then for 15 minutes Marine Corsair fighters raked it with bombs, rockets and machine guns. Then came another 10 minutes of artillery. Finally, as the 8 a.m. jump-off hour neared, the Corsairs moved back in for their final strafing runs, and No Name Ridge was smoking with dust and cordite.

Then the Marines started down into the valley, and the seemingly lifeless ridge suddenly became alive with the enemy. From the left rear of the assault force came the angry eruption of a machine gun. Another machine gun opened up from the valley floor to the right. From the top of the hill came more machine-gun fire, interlaced with bursts from automatic weapons and mortars. Hell burst around the leathernecks as they moved across the valley and up the ridge. Everywhere along the assault line men fell.

But, glory forever to the bravest men I ever saw, the line did not break. It went forward in spurts. The casualties were unthinkable, but the assault force never turned back. It moved, fell down, got up and moved again.

"God!" exclaimed a veteran Marine Officer as he watched. "How brave can men be?"

"I never saw men with so much guts," said General Craig watching through glasses. His



GENERAL CRAIG (left) drinks coffee and talks with brigade surgeon, Navy Captain Eugene Hering.

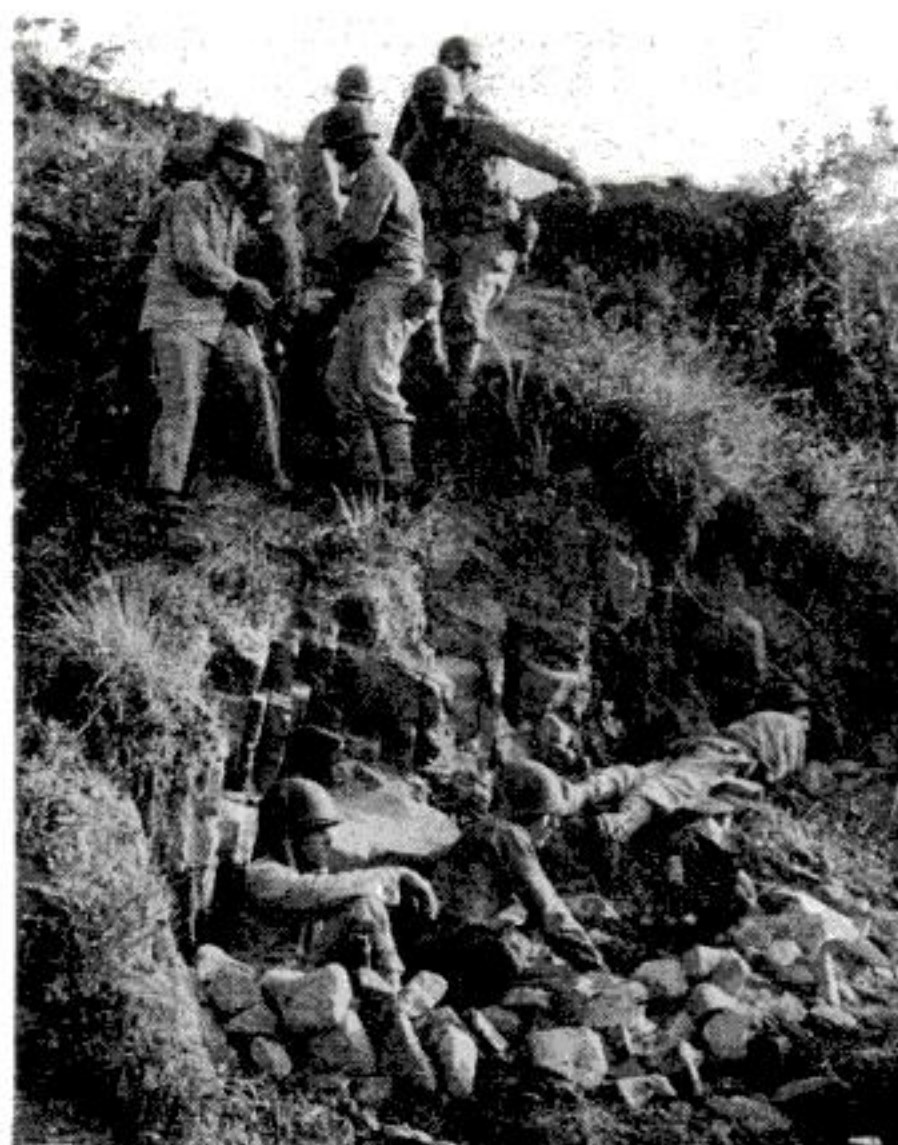
hand shook slightly, but his mouth was a firm line and his cold blue eyes did not cloud.

For more than an hour the assault force stumbled and struggled forward. The enemy mortar was knocked out by artillery, but the machine guns and automatic weapons never let up. As the Marines neared the crest, their line ripped apart, the North Koreans came out of their positions throwing grenades. They were cut down, but the grenades did terrible work.

The Marine line wavered, paused, withdrew a bit and waited. Then, with a final thrust, an estimated 10 Marines reached the crest of the ridge. They never came back.

The rest were ordered to withdraw. Men too exhausted to cry crawled back down the ridge. For all the terrible sacrifice the position stayed in enemy hands.

The ridge became quiet. Corpsmen, leading stretcher teams of South Koreans, who never flinched at sniper fire which raked their trail, began crossing the valley to pick up the wounded. They took them to an aid station just beyond the bean field where General Craig sat sweeping the ridge with his field glasses. I sat



WOUNDED MARINE is carried over a hill by his buddies while others snatch some rest after battle.

beside him all choked up and wondered if the stream of litter bearers would ever stop coming up out of that damned valley.

Craig, a kind and sensitive man, tried not to look at his torn kids. Finally he said, with sad pride, "I haven't heard one of the wounded cry. We'll take this piece of real estate, but the cost is going to be terrible."

Artillery began plastering the Communist positions. Then the Corsairs came roaring out of the sky with a terrible anger. They seemed to be live creatures mad for revenge. Their gull wings almost touched the tops of the low bushes as they screamed in on all sides. Their rockets hardly left their wings before they blasted into the targets with searing orange flame. The pilots, knowing the kids down there had had a horrible time, jerked their planes out of dives and pulled away in turns that were almost too tight, eager to make another run.

The wounded on the litters were carried past their general, who sat with a terrible calm waiting for his second assault wave to come up the winding mountain road. Near General Craig the bearers gently lowered the litters and rested for a brief moment. Troops nearby and correspondents watching the battle gave the wounded water.

I asked Corpsman Charles Scribner, of Rochester, Mich., who had just come off the ridge, what it was like over there.

"Sir," he said panting, his fatigues dripping with sweat and his arms so weary they dangled at his side, "over there there is much shot and much hell. We are doing the best we can. We'll get 'em out."

Scribner could not remember how many trips he made across the valley. He had a record of the wounded he brought out. It indicated he made more trips than seems humanly possible.

Scribner waited until his South Korean litter bearers had loaded the men they had just brought up onto a jeep. He shook himself, said "Come on, characters" and started down into the valley again. The South Koreans followed without a word. No one knew their names. They were just "Scribner's characters," and they were good characters to have on your side.

The new assault wave moved up and they watched the wounded going in the other direction. They were unsmiling, and there was fear in their faces. The faces were so young.

As they got ready to jump off, the last of the wounded were coming out of the valley. General Craig came down from the edge of the bean patch and watched. Finally he walked to a litter and touched a badly wounded boy on the shoulder.

"Nice work, son," he said very softly. "Thank you." Then he returned to the bean patch. The boy did not hear what the general said. It is probably just as well.

It is nice to report that the second assault wave carried the ridge with no name and that the Marines continued their advance. But it will never be nice to remember those kids who were being carried out of that valley. The only good of it all is the wonderful knowledge that there are good, brave Americans still about.

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FRENCH TROOPS FROM MOROCCO PUSH THROUGH A GROVE IN ENEMY TERRITORY. SOLDIER AT LEFT HAS PICKED UP SOME EGGS TO SUPPLEMENT RATIONS

THE GAMBLE IN INDO-CHINA

French expeditionary forces are holding the line against Communist expansion in southeast Asia but they urgently need arms from the U. S. and the clear-cut support of American policy makers

by ANDRE LAGUERRE

TIME-LIFE Correspondent

IN Hanoi it was the siesta hour. Before us, looking down from my balcony, the city slumbered. Sound traveled far through the shimmering heat of noon. My luncheon guest and I watched a Chinese soup vendor, wearing a big, conical straw hat, ragged shirt and abbreviated shorts, beat his hollow stick on a block of wood, *click-clack-click*, to proclaim his wares. On the deserted curb five tattered and grimy Viet Nameese newsboys offered an oasis of animation. On hands and knees they watched one of their number rattle three dice into a rice bowl. A second later and the thrower grunted, "*Tai*," and reached to scoop up a pile of grubby one-piaster notes.

My guest was the leader of a group of nationalist intellectuals still undecided about supporting Emperor Bao Dai against the Communists. He smiled down at the kids—"Like most peoples of Asia, we are chronic gamblers. Except in politics," he added thoughtfully, "where we like a sure thing."

That frank remark—and the sleepy scene before us—spoke for much of Indo-China. To a great mass of the nation's 23 millions, the struggle with Communism is a gigantic game of *Tai-Xieu*—and they want to know which of

the two world giants is to be *Xieu* (big) before making their bets. For many are playing with the terrifying illusion that a genuine nationalist could hope to win by gambling on Communism in Indo-China, if it stood a good chance to turn out to be Mister Big. So my guest's remark contained the soundest single piece of advice which could be given the West here today: the only sure way to win this particular battle is to demonstrate with assurance that you have no intention of losing it.



FRENCH COMMANDER in Indo-China is General Carpentier, a veteran of campaigns in Africa.

Here there are really three battles in one. The first is against the Communist forces of Ho Chi Minh. The second is the battle which is being prepared, an invasion abetted or led by the Red legions of China. The third battle, urgent and complex, is political, which has to be won if the West seeks a victory of substance and security.

There is one good reason why the first battle may be won and why the second might be avoided. That one reason is the French expeditionary corps.

France's colonial conduct in Indo-China has been severely criticized in the past. Much of that criticism was valid; some of it still is. Yet the first political fact of life about Indo-China today is that the French army alone is keeping Indo-China out of Communist hands. That also means that it is the only strong shield for the weak governments of Burma, Thailand and Indonesia. That, in turn, marks it as the only serious barrier between Communism and the gates of India—where quixotic pacifism easily might develop into something considerably worse under tough enough Red pressure.

In this light the big question is: how good are the French forces? They amount to one

quarter of France's navy, more than half of her flying personnel and an army of 150,000, including her finest professional officers and troops. These 150,000 men are tough and efficient soldiers, whose morale I found surprisingly high—particularly considering the punishing climate, rugged terrain and the strain of grappling with an enemy who consistently evades pitched battle.

Take René Dupuis, the 25-year-old engineer who drove me from Langson to the fort of Dong-Dang, on Viet Nam's north-east frontier. A perky Parisian, he is nearing the end of his voluntary enrollment, but he is going to sign up for three more years. Why? "I like it out here," Dupuis explained. "It's adventure, I feel I am useful, I rather like the Viet Nameese, and I am learning a trade which will give me a job when I get out."

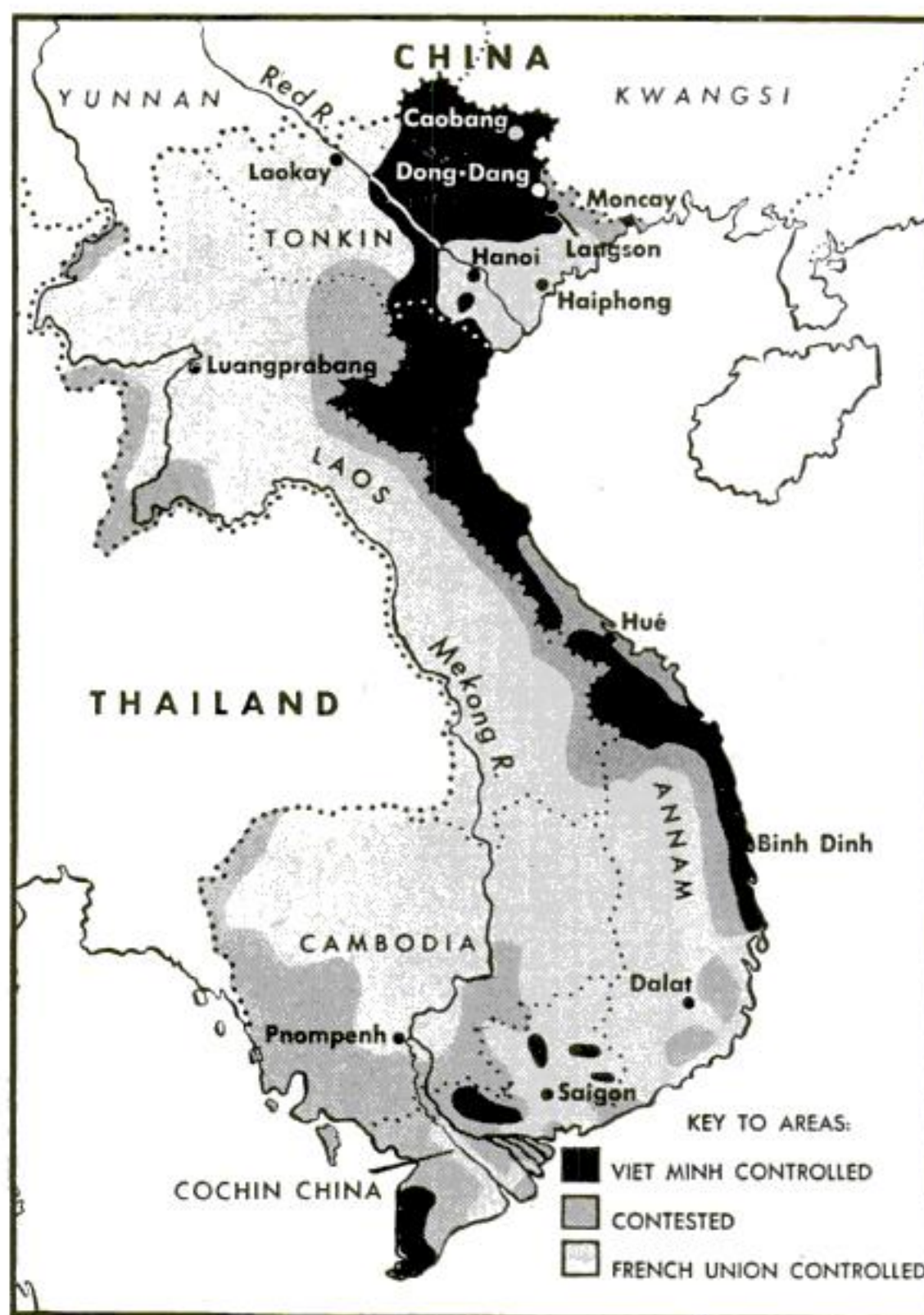
His rifle was propped against the seat beside him. Every mile along the road a French fortress of brick and bamboo dominated the countryside. Between them we passed patrols of four or five bearded men, wearing jungle-green uniforms and broad-brimmed, shapeless felt hats, snaking in single file along the hillside. Despite the patrols, Dupuis carefully examined the undergrowth. "This road is well held," he commented, "but you never know. It's when you expect them least that they strike. They wriggle out of the bushes with grenades or a light machine gun—*pam-pam-pam-pam*—and they're off like rabbits before a patrol can reach you. If they capture you, it's worse." He detailed two gorily obscene Viet Minh methods of disposing of French prisoners.

We reached the fort of Dong-Dang, standing on a chalk hill a few hundred feet from the Chinese frontier. From its tower I could see the sun glinting on Communist anti-aircraft batteries in the "Gate of China," a valley through which for centuries invaders from China have entered Tonkin.

Goums, Germans and legionnaires

GOUMS and the Foreign Legion hold this outpost. The Goums, bearded, bemedaled and fierce-eyed, are savage close-quarter fighters whose physical courage has no limits. Many legionnaires are German—lean, hard-mouthed blond men in white kepis. Pockets stuffed with grenades, they carried submachine guns slung over their shoulders and moved with slow deliberation. Among them were veterans of Rommel's Afrika Korps and the Russian campaign. I asked Dupuis how he got on with them. "Can't stand them," he replied promptly. "None of us can. But they get on all right with their French officers. They don't have any feeling about France or democracy, but they have the *esprit de la legion*, and are infernally stiff-necked about it."

Into this northern area, braced against invasion, 70,000 French troops have now been moved, while the remaining 80,000 men in the center and south are pinned down by Ho Chi Minh's regular and guerrilla forces. Viet Nam (meaning Southern Land, *i.e.*, south of China) is shaped like the load which millions of her bare-footed peasants carry over their shoulders along the dusty roads: two baskets at either end of a thin pole. One bulge is northern Viet Nam (Tonkin), and the other southern Viet Nam (Cochin China). In the slender central region (Annam)



DIVISION OF POWER is indicated by shaded areas. Chinese Reds may invade Viet Nam from Yunnan or Kwangsi provinces.

the mountains ripple almost down to the coast. Though Ho's forces terrorize the coastal plains, the French firmly hold the regional capital of Hué and imperial Dalat. In the south terrorists make life unpleasant in the crowded Saigon region, and the Viet Minh (meaning Light of the Land, the name of the rebel party) haunts the marshes between the innumerable arms of the Mekong River. In the northwest and southwest, as in the relatively unimportant kingdoms of Laos and Cambodia, the country is fairly calm.

General Marcel Carpentier is French commander in chief. He is a bluff officer whose career was built in Africa, and he has applied to Indo-China Marshal Lyautey's strategy of "*le Maroc utile*," which guided the latter in his Moroccan wars. "Useful Indo-China" means the rich and densely populated areas of the Mekong and Red river deltas, the principal towns and ports (Saigon, Hué, Hanoi, Haiphong, Pnompenh, Luangprabang) and the strategic outposts on the northern frontier (Moncay, Langson, Caobang and Laokay). Although Ho Chi Minh either masters or menaces more square miles than the French firmly control, perhaps 15 of Indo-China's 23 millions are in the latter areas.

Carpentier's strategy is one of reasoned caution. Some observers believe that if he went after the Viet Minh in a big way he could break their back. But Carpentier thinks the main role of the French army now is to protect the northern frontier against an invasion from China, and the pacification of the rest of the country should be left until the Viet Nameese national army is able to undertake this responsibility. The Communists now have a regular army of some 80,000 men plus some 100,000 guerrillas organized in small bands. Half the regular forces are concentrated in a triangle of mountainous country in the upper Tonkin, where they have uninterrupted lines of communication with Mao's forces in China.

At French staff conferences speculation about what Mao will do is as rife as the neon-lit bars of cosmopolitan Saigon. One fact is sure: active collusion is growing although as yet there is no large-scale aid. For months, arms and ammunition from China have leaked through the mountain paths that riddle the Sino-Tonkinese frontier. The regular Viet Minh battalions now have as much firepower as their French equivalents. Anti-aircraft batteries have made their first appearance, and the slow Junker bombers which the French still use are received with increasing warmth.

The alliance between Communist China and Ho Chi Minh has ceased to be a happy-go-lucky affair. Russian advisers have visited Ho Chi Minh's headquarters hidden in the mountains. With the Viet Minh in the Tonkin triangle are some 300 Chinese technicians. Thoughtful psychological instructions are issued to liaison officers on both sides, reminiscent of the orders Eisenhower used to give his staff about good relations with the British. At first Chinese aid was bought. Now it is given. The Chinese have opened three camps in China—one in Yunnan, north of Laokay, and two in Kwangsi, above Caobang and Moncay—for Viet Minh troops. Here somewhere between 10,000 and 30,000 Viets have been trained, armed and used against Chinese Nationalist guerrillas.

No mistake should be made about the quality of the Communist regular forces. In five years of war they have learned much from the French. They are tough and well disciplined. I heard a revealing account of them from a French corporal just back from the southern marshes:

"The elusive so-and-sos sometimes jump into rivers and are never seen again. They swim through tunnels which burrow into the bank and come up in stagnant pools 200 feet away. They hide below the water, breathing through bamboo shoots. One of their strictest orders is never to be captured with an automatic weapon. The other day I surprised a Viet with a machine gun who had exhausted his ammunition. I fired and was sure I hit him. As he ran, he took his weapon to pieces and threw parts to right and left. When he fell I found four bullets in him. But most of his gun had been scattered."

The balance of this whole military situation depends on what Mao decides to do. If he were to give Ho's men tanks and aircraft and Ho then threw a maximum force of 100,000 regulars into an all-out assault, the French could probably hold—but only if they received heavy U.S. aid. The more crucial peril is that of Mao's building up the present force of less than 60,000 men



CATHOLIC TROOPS shown here fight against the Communist Viet Minh, but are not in Viet Nam army.



VIET MINH LEADER Ho Chi Minh, 60, trained in Moscow, maintains close contacts with Kremlin.



VIET NAM LEADER Emperor Bao Dai has been European playboy, commands respect as state chief.



TONKIN GOVERNOR Nguyen Huin Tri is Bao Dai supporter, runs key province on China's border.

near Indo-China's frontier into a full-scale invasion army of five times that number.

There are two political arguments against Chinese invasion. One is that Moscow would thereby move a step nearer World War III, since for the first time she would be employing foreign troops to conquer a country. The other is that it would be a death blow to the Communist pretense of defending Asian independence.

While all these facts make the odds slightly against a Communist offensive this fall, it is a slim margin of safety that the West enjoys. A bleak realism would conclude that only because the situation in southeast Asia generally has deteriorated does Indo-China seem a possible strongpoint in Asia. For the truth is that there can be no definitive solution until the French forces (badly needed elsewhere) can be replaced by a Viet Nameese army. That means the third—the political—battle in Indo-China. For the enemy is not only an army but a state—a Communist state headed by the veteran revolutionary Ho Chi Minh and recognized formally by the U.S.S.R. and satellites. What is still more serious is that this state effectively appeals to significant elements of Indo-China's population.

To match this appeal the West has a far from happy alliance between suspect French colonialism and a local Viet Nam government heavy with political liability.

Disordered in its own affairs and disparaged by the nation's intellectuals, the Viet Nam government is headed by the emperor, Bao Dai, Chief of State, descendant of heaven and devotee of Europe's playgrounds. Actually he is

still a symbol capable of commanding great respect. His political worth suffers less from his much publicized playboy tendencies than from an Oriental weakness for waiting for nice things to come his way. He is an almost unbearably patient man. When he goes deep-sea fishing in the Gulf of Tonkin, he will often stay for 12 hours in his rowboat without getting a strike, returning to the royal yacht long after his companions have given up in disgust. It is somewhat the same with politics. There is urgent need to impress on Bao Dai that he is not going to beat back Communism by waiting for it to wither.

A job for the emperor

THERE are many points where the emperor could usefully go to work. One is his premier, Tran Van Huu, a heavy-faced, impassive, 54-year-old engineer of considerable ineffectualness. He is too closely identified with the French to command much popular confidence and is surrounded by undistinguished associates. The emperor might also contemplate a social policy for his government, which today has none. There are some relief operations for the homeless, but nothing is done on a serious scale to combat the malaria, trachoma and amoebic dysentery which ravage the country. There is nothing resembling a serious agricultural or educational program. Meanwhile gambling houses in Cholon, Saigon's Chinatown, are paying \$25,000 a day in taxes. huge profits are made on illicit rice exports, and a Chinese silk merchant in Haiphong told me he had a turnover of \$5 million in the last 12 months.

Despite all this there is some good material with which the West can go to work. There are a number of capable administrators like Nguyen Huin Tri, governor of northern Viet Nam. A dapper, dark-eyed man of mixed Hindu-Annamite extraction, Tri has got the machinery of government turning with reasonable efficiency in his area. Some of Governor Tri's Red River provinces are being successfully administered entirely by Viet Nameese. Bao Ninh, for instance, which was freed last November by French forces, now is held solely by Viet Nameese troops. "Not a Frenchman in my area, which has a population of 200,000. I am master here," the chief of the province boasted to me. In the nearby province of Ha Dong, 33-year-old Nguyen

Van Thanh has done an efficient governing job—particularly with the creation of a village militia of local volunteers paid out of the community rice fields. But when I visited him (I found him fingering a Viet Minh flag—red, with a gold star—captured by his militia the night before), he gave me a grim picture of his military problem: In his province there are 400,000 people and 400 villages. But he only has 45 militia posts—because the French have given him only 480 rifles. The French excuse: the rifles would find their way to the Communists. The Viet Nam retort: the French do not fear that so much as they dread equipping the Viet Nameese with any of the real paraphernalia of sovereignty. Thus, even in these provinces of slowly returning peace, the fuzzy line dividing French and Viet Nameese authorities causes misunderstanding and embitterment.

Most embittered and most frustrated are the nation's intellectuals. There is no Viet Nameese middle class, and from the tiny percentage of intellectuals (85% of the population is illiterate) the natural leaders of the nation are drawn. Their culture is French, they converse among themselves in French, and their arguments are often as intelligent and perceptive as those of the brightest Sorbonne students. They are bitter about the French. In their make-up is a little xenophobia, some fear that the Communists will win anyway, great desire for the appurtenances of self-rule without much understanding of its responsibilities and immense confusion about Communism.

Outside the governing element, which is mostly drawn from the old mandarin class of civil servant, the peasant masses and the intellectuals, there is one other noteworthy category of Viet Nameese: the nationalist groups. These, many of them welded by religious conviction, are all anti-Communist, but most of them feel the issue is too uncertain to justify full support of Bao Dai. Most important are the Catholics, two million strong. They have their own armed forces, largely fighting the Viet Minh, but no Catholic leader has consented to join the government. Also influential are the Cao Daists, a religion founded 25 years ago, ruling over 1.8 million faithful and proclaiming itself "a synthesis of all religions." Then there is the Hoa Hao movement, which preaches orthodox Buddhism, is the sworn enemy of "Communist



CAO DAIST TROOPS also fight Reds. Here they stand review before Temple with Pope in forefront.

materialism" and boasts 20,000 armed men and women.

Through this political jungle the French have moved warily, paying a heavy penalty for past mistakes. Their agreement with Bao Dai, signed on March 8, 1949, put Viet Nam in a sort of half way house on the road to self-rule, a self-rule principally limited by membership of the French Union, in which France is very definitely the senior partner. The union lacks British elasticity: French unwillingness to take generous chances and the French legalistic mind have combined to give the union a rigidity which threatens it with strangulation at birth.

On the Indo-Chinese side the anti-French nationalists so deplore staying in the union that they do not even take advantage of the substantial independence given them by the March 8 treaty. Twenty-nine government services have been turned over by the French to the Viet Nameese. They are now negotiating the handing over of 16 others, including the important departments of foreign trade and customs. The Viet Nameese claim these administrative transfers are illusory and that the French simultaneously create parallel services which continue to do the real work.

There is truth and nonsense being talked on both sides. If the U.S. moves vigorously into the picture, much of the hot air could be dispelled. Jean Letourneau, French Minister for overseas France, is feeding French opinion and talking through his hat when he says, as he did recently, "In the three states of Indo-China no powers now remain in the hands of the French administration. . . . It is the Viet Nameese government which solely directs the totality of administrative services. . . ." The Viet Nameese intellectuals are just as wrong when they say that independence should now be total, allowing French troops only to guard the northern frontier against China.

For years Viet Nam must be dependent, financially and militarily, on someone. This may not be an ideological delight, but it is a practical necessity. The case of Indo-China's budget is indicative. It was never in deficit in the past. This year services controlling one third of the national receipts have been handed over to the Viet Nameese. Thanks to mismanagement and corruption, there will be a \$40 million deficit. France will have to meet that. Now the Viet Nameese are pressing hard for the transfer of the customs services, which bring in the other two thirds.

The Viet Nameese army of 60,000 is largely officered by the French and still in its infancy. Its upkeep costs \$125 million a year. This is met by inflationary issues from the Bank of Indo-China,



U.S. CHIEF Donald Heath directs the expanded aid effort.



FRENCH CHIEF Léon Pignon has modified colonial rule.

covered by taxation in France. Viet Nam could not possibly finance her own little army today.

As for the French, to stay in Indo-China this year will cost them \$614 million, 10% of the national budget and not far from France's 1950 ECA allocation. Why are they doing it? One reason is financial: \$2 billion of investments. A second reason is moral: an obligation to protect tens of thousands who have been loyal and would be massacred if she evacuated. A third reason is political: if Indo-China went, the whole French Union might crumble.

There is a fourth and most interesting consideration. The Indo-Chinese French are much more conscientiously anti-Communist than the French in France. General Carpentier told me, "The problem here has ceased to be Franco-Viet Nameese. It is international. I don't consider myself the commander of a colonial army but of one of the vanguards of Western civilization combating Communism."

A job for the U.S.

WITHOUT this sentiment the political battle in Indo-China would be a losing one. With it—at a time when there is evidence that the U.S. is forging a coherent Asia policy—there is reasoned hope for ultimate victory.

U.S. action must start from the knowledge that French force is buying time for the West. That makes the first axiom of U.S. policy here aid for the French army. Trucks, radio equipment, artillery, aircraft, tanks and the promise of naval and heavy-bomber support are urgently needed. The expectation at Saigon is that perhaps \$200 of the \$300 million earmarked for military aid to southeast Asia will be spent on Indo-China. But no more time can be wasted. Aid must come fast and fully.

With aid must go political pressure—tactful, but pressure nevertheless. The fight can be effective only when we get the intelligent and

sensitive people of Viet Nam solidly and healthily on the Western side. They must be armed, first of all, with the self-respect of free men. Then they can build and arm a Viet Nameese national army to replace the French. This means French rifles for the villagers.

Léon Pignon, the French high commissioner, sees the issues clearly. But above him are a faltering government and ill-informed opinion in France. Below him there are minor French officials who constantly sabotage his policy, men who see Viet Nam's freedom only in terms of loss of their own jobs. The U.S. can allow neither this vacillation nor this selfishness to prevail. It must tell Paris so.

There are other things, little things that count, for Frenchmen to do here. They could well refrain from addressing adult Viet Nameese as "tu"—a pronoun which in French is reserved for children, intimates and ruffians. They could defer to the sensibilities of Viet Nameese patriotism by allowing the streets in Indo-China's main towns to be named for others than French conquerors. They could derequisition more and better office buildings in Saigon and let Viet Nameese move in.

The U.S. has a job to do with the Viet Nameese as well as with the French. It is committed to \$23.5 million of civilian aid to the Viet Nameese government. That aid must be accompanied by constructive political pressure. Energetic administrators like Governor Tri must be helped and the others made to use what they have before asking for more. A social policy must at least be initiated. The intellectuals must be taught that self-rule is not some neatly ribboned gift package, but a way of life demanding responsibility and integrity.

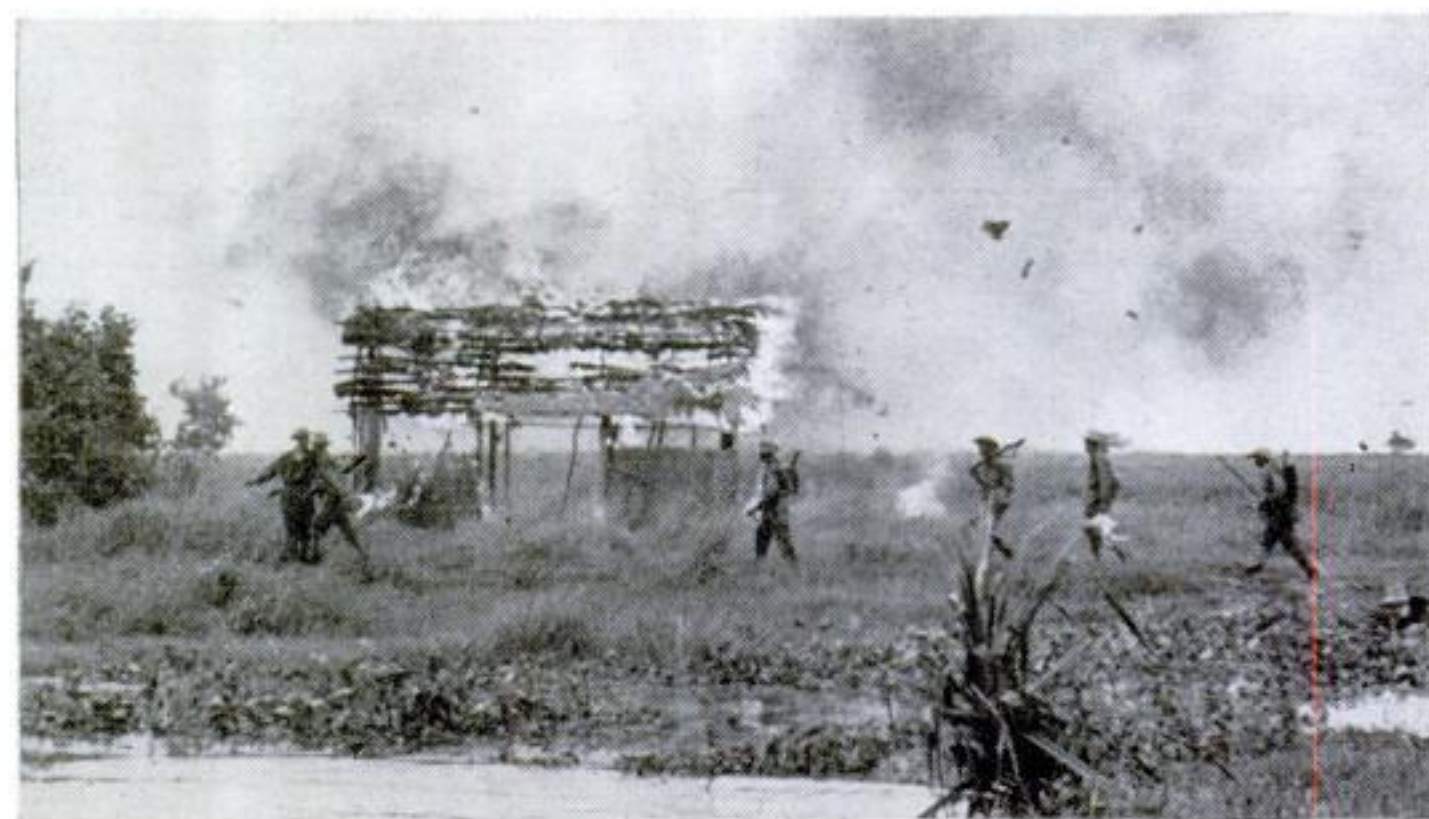
All this can be done. A healthy start is already being made by U.S. Minister Donald Heath, whose personnel is pouring into Indo-China. Five months ago there were seven men attached to the U.S. legation in Saigon. Now there are nearly 100. They are enthusiastic young men with a clear sense of purpose. No one can visit Indo-China without praying that Washington gives them what they need for their battle. Only so may the free world be spared another heart-breaking Chinese experience.

Those five kids I saw playing on the curb in Hanoi have to be shown that they should no longer be solely concerned with guessing who is going to be "Mr. Big" in their own country. If there is a gamble which has to be made, it should be on themselves.

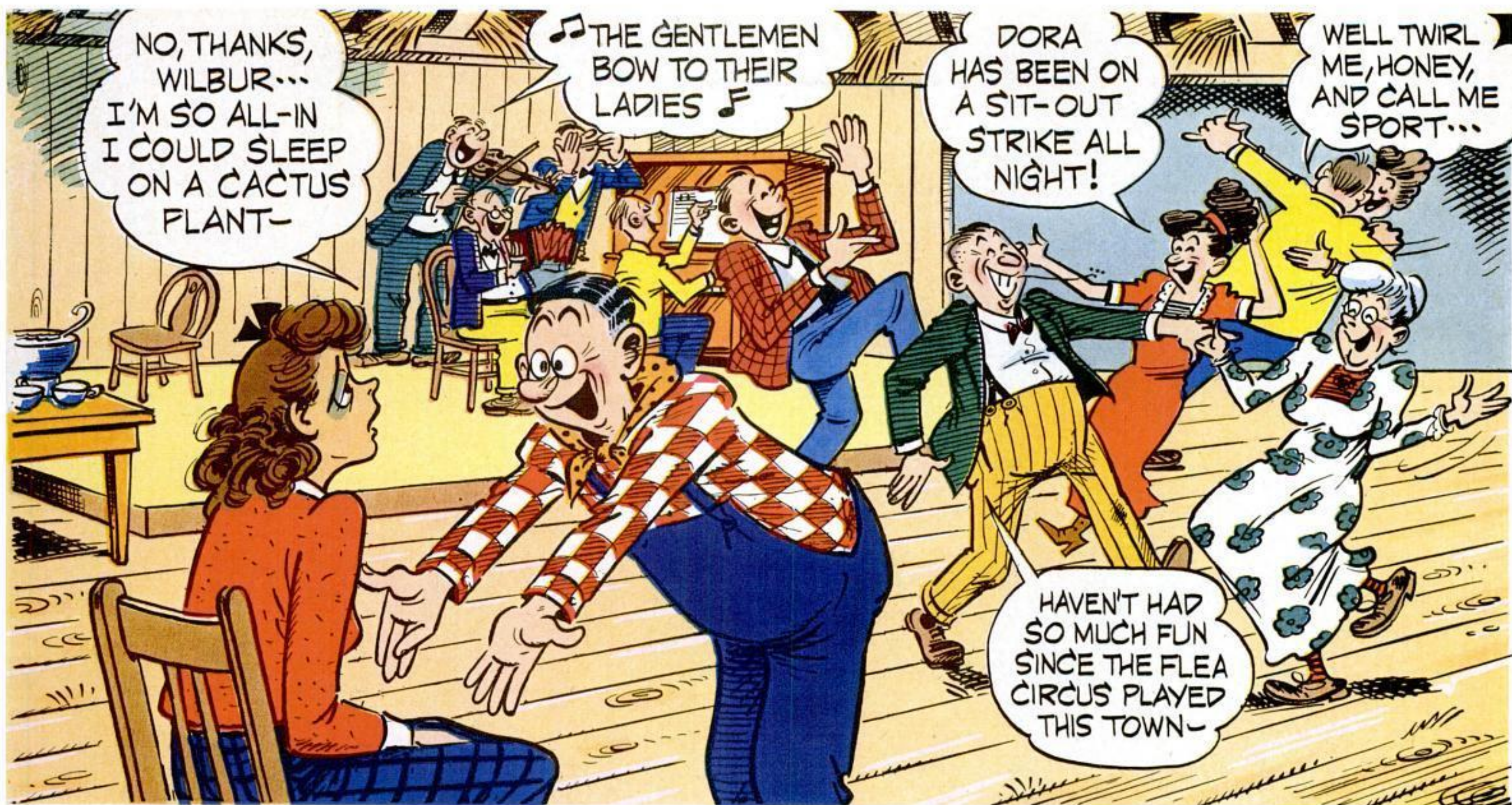
The opportunity is unique, but time may be very short. Every day may count. This may be the ultimate political test in Asia.



BEHIND COMMUNIST LINES Red troops prepare to fire mortar. Communists now have firepower almost equal to that of French and Viet Nameese forces.



IN SOUTHERN MARSHES French pacification forces burn hut, one of many which contain Red propaganda, stores of rice or ammunition for Communists.



MAYBE IT'S SOMETHING SHE DIDN'T EAT!

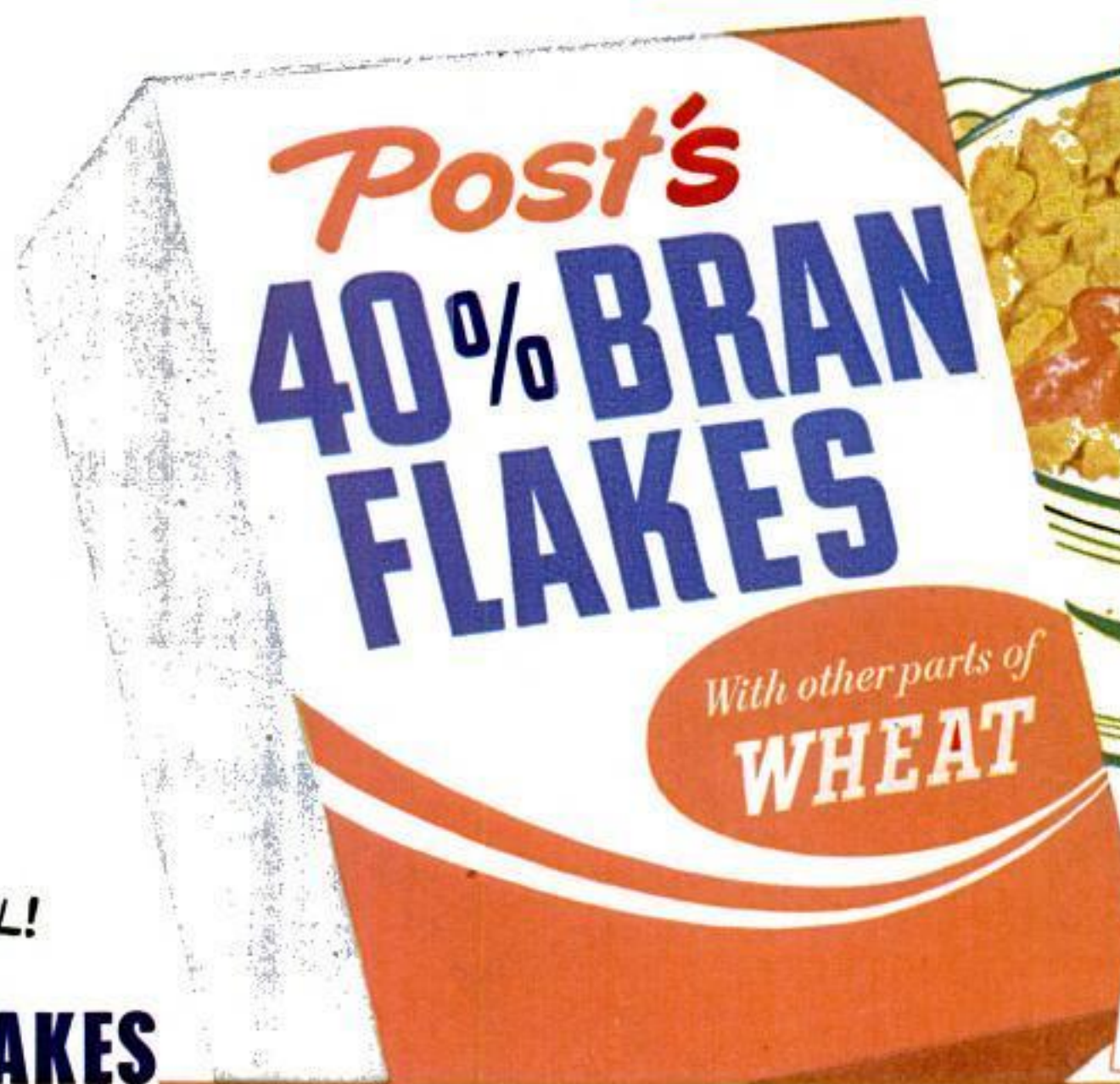
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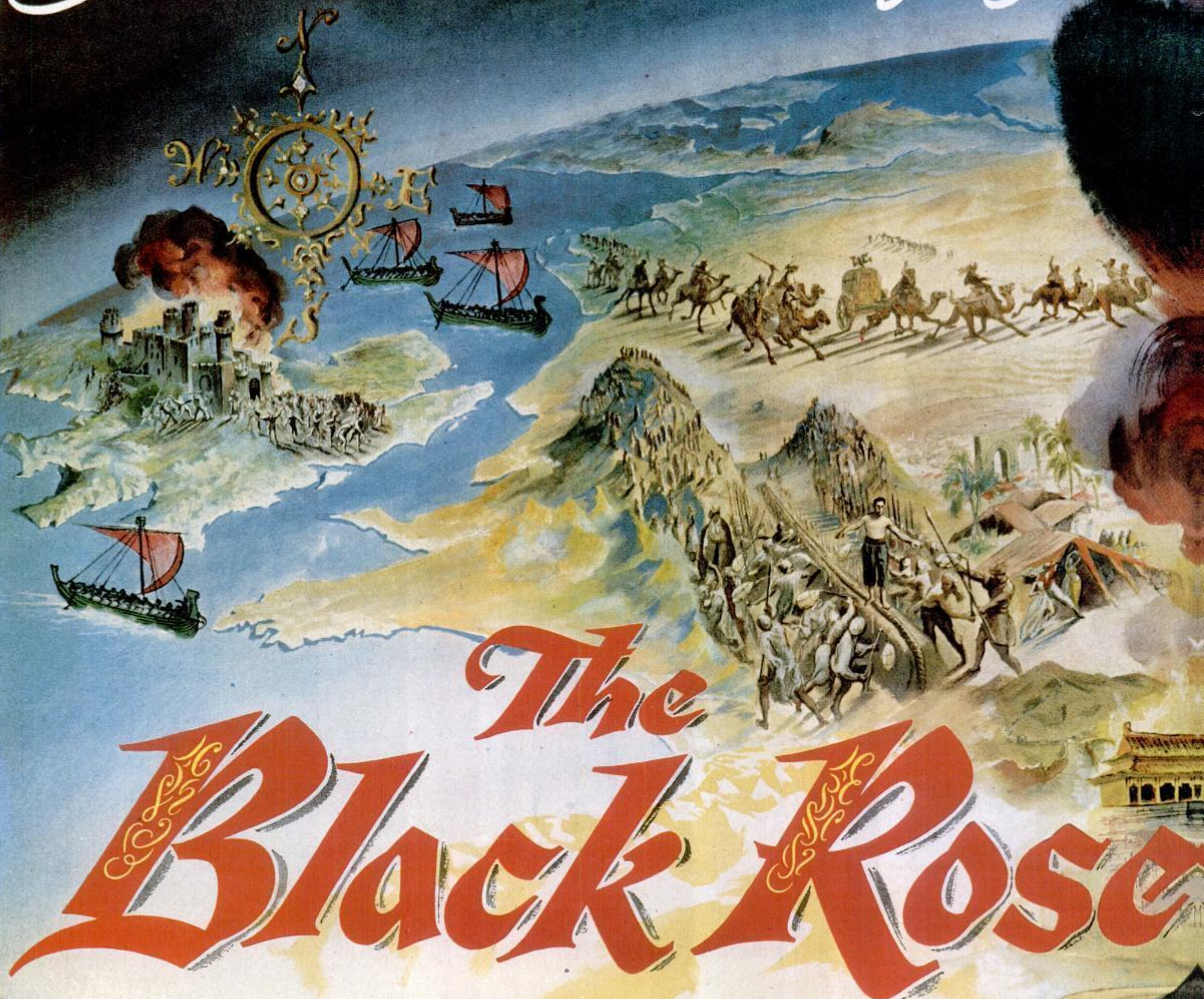
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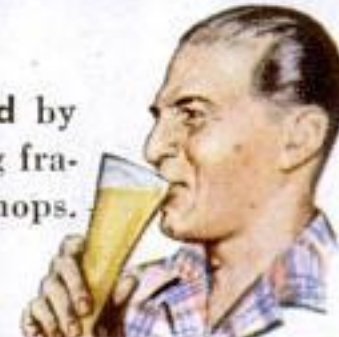
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GUNS BLAZE in nose of an F3D Skynight, twin-jet radar night fighter, at the Douglas plant in El Segundo, Calif. as mechanics, covering ears against guns' roar, put the plane through its final tests.



PLANE MAKERS TURN IT ON

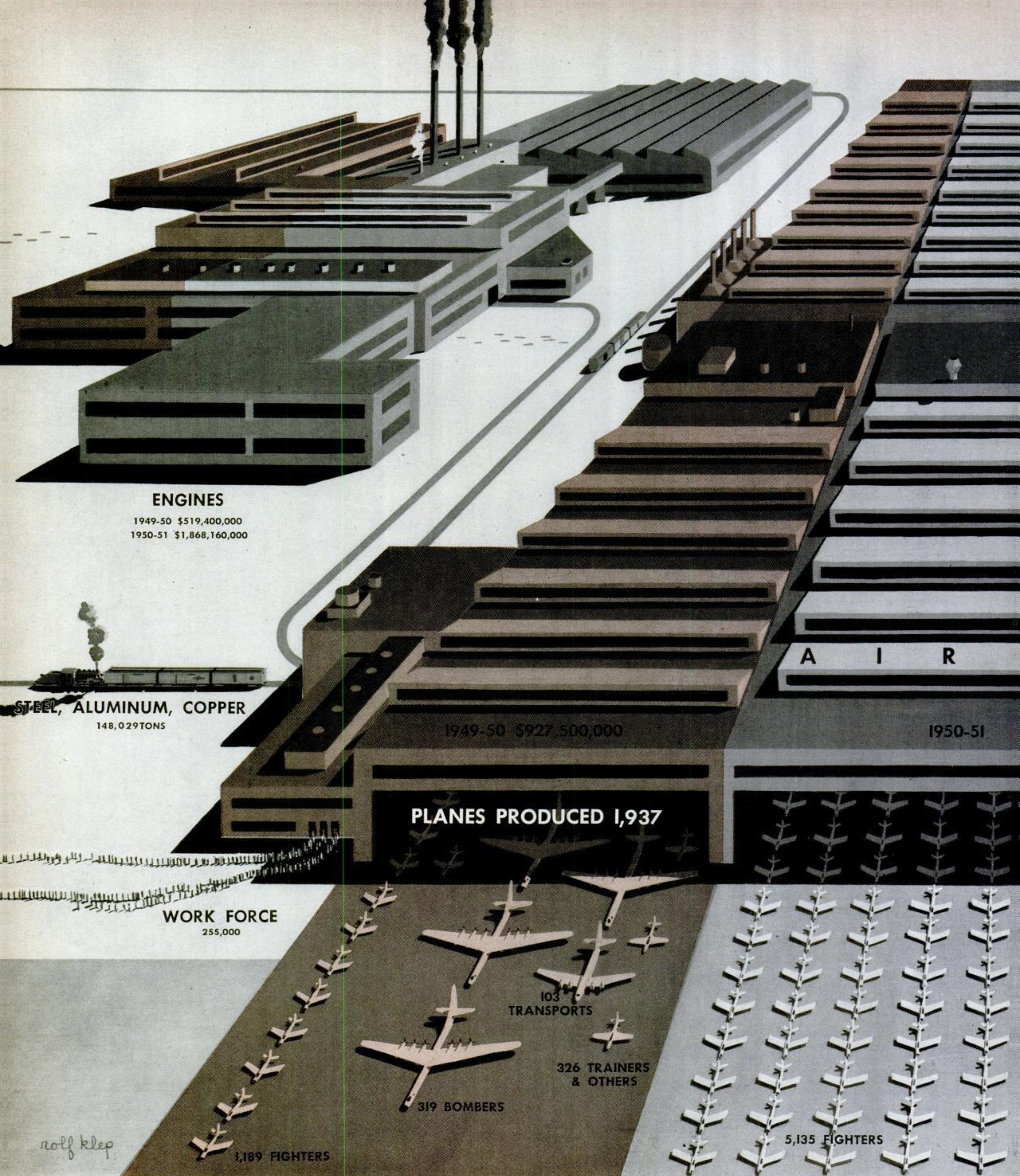
Aircraft industry gets set to push its production up from 2,500 to 8,000 a year

In the eight weeks since the Korean war began, American aircraft production has shown no noticeable increase. Military planes are still being produced at the rate of 2,500 a year, a pathetic comedown from the 95,000-plane rate reached in 1944. But increased production is like a garden hose—even after it is turned on, there is a period of dry gurgling before the water spurts from the nozzle.

The hose has now been turned on, by no means at full blast but at a rate which will reach 8,000 military planes a year by next July 1 and provide a 69-group air force by Jan.

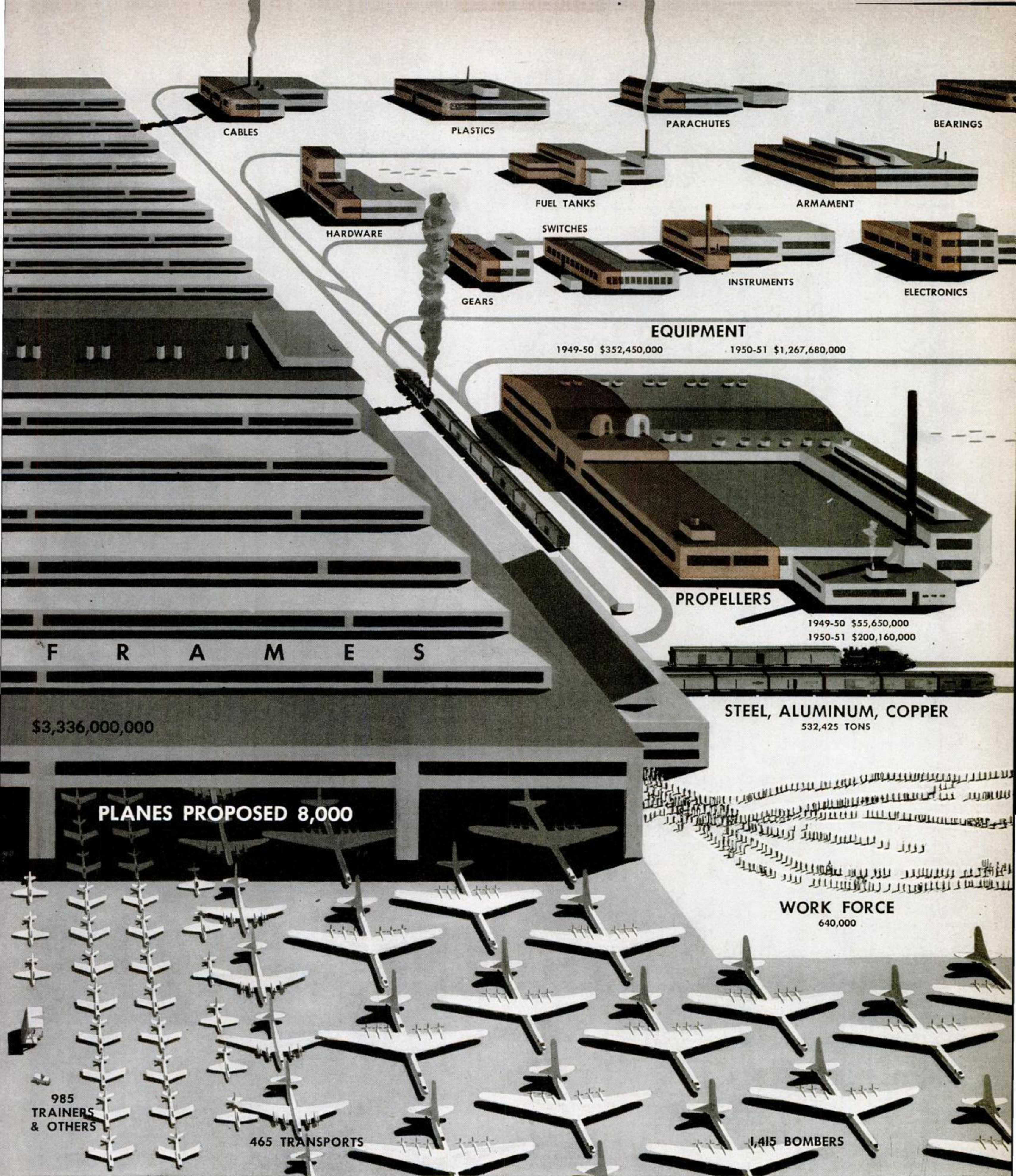
1, 1953. The chart on the following pages shows what kind of planes these will be, how much they will cost in money, manpower and materials.

This \$6,672 million program will put the enfeebled aircraft industry back on its feet and in shape for total production if there is a total war. But even in that event the 95,000-plane rate of six years ago will be difficult to attain again. New jet aircraft, like the Navy F3D night fighter (*above*) test-firing its guns, are twice as heavy and twice as complicated as "obsolete" World War II models, and take twice as long to produce.



PRESENT PLANTS WILL HANDLE THE FOUR-TO-ONE EXPANSION

In this chart, military aircraft production and its components for the 1949-50 fiscal year, which ended almost the day the Korean war began, are shown in tan. An estimate of orders to be placed this year, based on the Armed Forces' request to Congress for \$6,672 million, is shown in black and white. In the future, as in the past, about 50% of the money will go into air frames, 28% into engines, 19% into equipment, 3% into propellers. The relative proportions among the types of planes will remain much



the same, indicating that the Korean war has caused the Armed Forces to change their thinking only in terms of quantity. But in 1950-51, for only 3½ times the money spent in 1949-50, four times as many planes can be purchased. This saving will be made because the resurgent aircraft industry will now be able to organize operations on assembly lines.

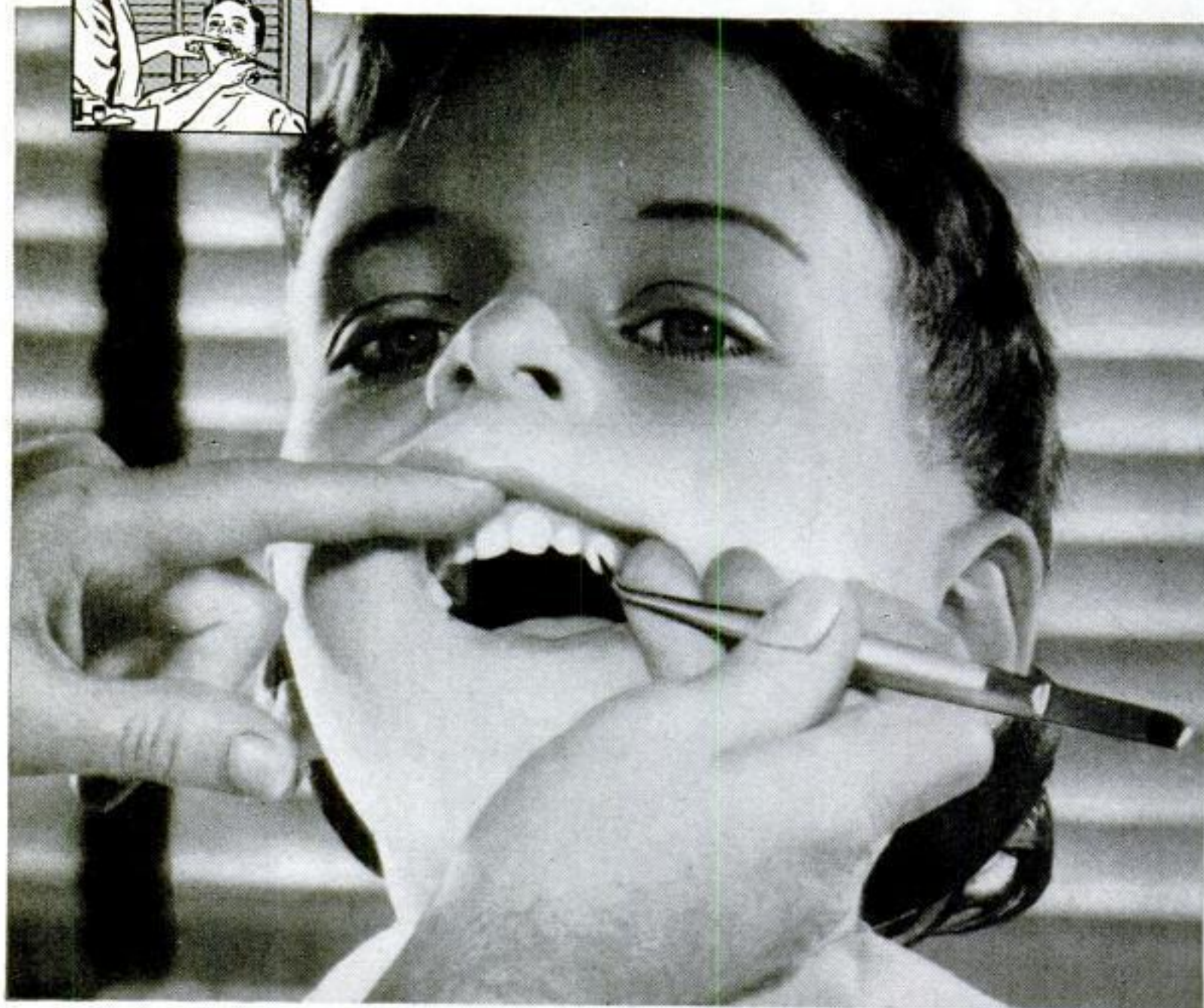
This four-to-one expansion will be accomplished largely with existing facilities, in contrast to the expansion in 1941-44. There are now enough

plants in service or in mothballs, and a fair supply of machine tools. The supply of labor is more than adequate except that there is a growing need for certain skilled workers—flight-line mechanics, sheet-metal workers, machine-tool rebuilders and radar technicians. As for unskilled labor, an official at the North American plant near Los Angeles last week looked in alarm at the swarm of workers lining up outside his employment office and remarked, "We won't need Rosie the Riveter for a long time yet."

More Cavities! Why Didn't Your Mother Give You Amm-i-dent Ammoniated Tooth Paste?



More dentists recommend Amm-i-dent Tooth Paste and Powder than any other dentifrice in America!



Too bad! This child's mother was "too smart" to believe the ads that told her...

Amm-i-dent Helps Prevent Cavities!

"Just another exaggerated claim" this boy's mother thought to herself, when she read that Amm-i-dent ammoniated Tooth Paste could reduce tooth decay. She didn't even bother to call her dentist, who could have told her about Amm-i-dent. She just kept on buying the same tooth paste with which her family had been brushing—and having cavities—year after year.

More dentists recommend Amm-i-dent

And now, too late, she is sorry. At her child's regular dental check-up—*more cavities!* She wishes that she followed the advice of the dentists of America. They recommend Amm-i-dent ammoniated Tooth Paste and Powder more than any other dentifrice. Surely these men must know best of all what is right for you and your children.

Best protection against tooth decay

If you have provided Amm-i-dent for your family, you can feel justly proud! Your family is getting the best protection against tooth decay any dentifrice can offer, as proven in actual tests with people who followed regular brushing habits.

If your family is not using Amm-i-dent, you as a mother have not done all you can do—all you should do—to help

them to have strong, healthy teeth. You can prove it to yourself. Were there any cavities in your family last year? What did you do to help prevent those cavities?

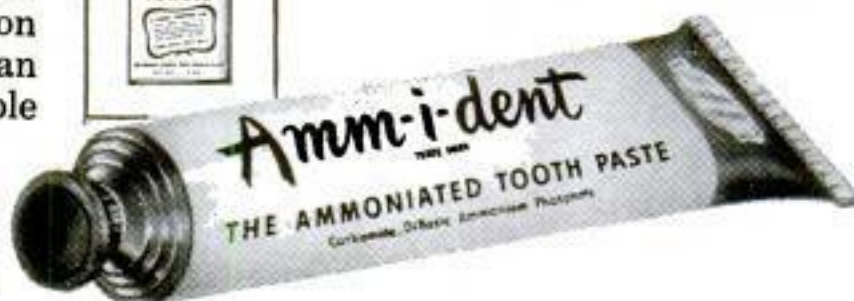
Does Your Present Tooth Paste Do

Anything To Help Prevent Cavities?

No ordinary tooth paste, without ammoniated anti-decay ingredients, can do much to help prevent cavities—beyond what the simple act of brushing will do. Certainly it cannot do what Amm-i-dent can do. Amm-i-dent supplies for many hours the ammonia content found lacking in the mouths of cavity-susceptible people. For many hours, mind you.

That means Amm-i-dent's anti-decay protection continues—no matter when you brush.

You don't have to brush after meals to get Amm-i-dent's effectiveness. Regular brushing at your regular time, with Amm-i-dent, helps prevent cavities.



Plane Makers Turn It On CONTINUED



LOOKING FOR BUSINESS, engineers, salesmen, parts experts and sub-contractors crowd the lobby of North American Aviation near Los Angeles.



LUNCHBOX INSPECTION is routine at North American's gate, where workers are checked to see they are not carrying restricted material from plant.

Kodak
TRADE-MARK

When the family gets
together for an outing
...it's camera time

Color snapshots say it's "something special"

The fun of *taking* pictures is only the beginning. Seeing them, sharing them, seeing them again months and years later, make life richer. And now, with Kodacolor Film in your camera, you can get these pictures in gorgeous full color. Just follow the instructions packed with every roll.

Eastman Kodak Company, Rochester 4, N. Y.

Wonderful gift for any occasion—a Kodak or Brownie camera

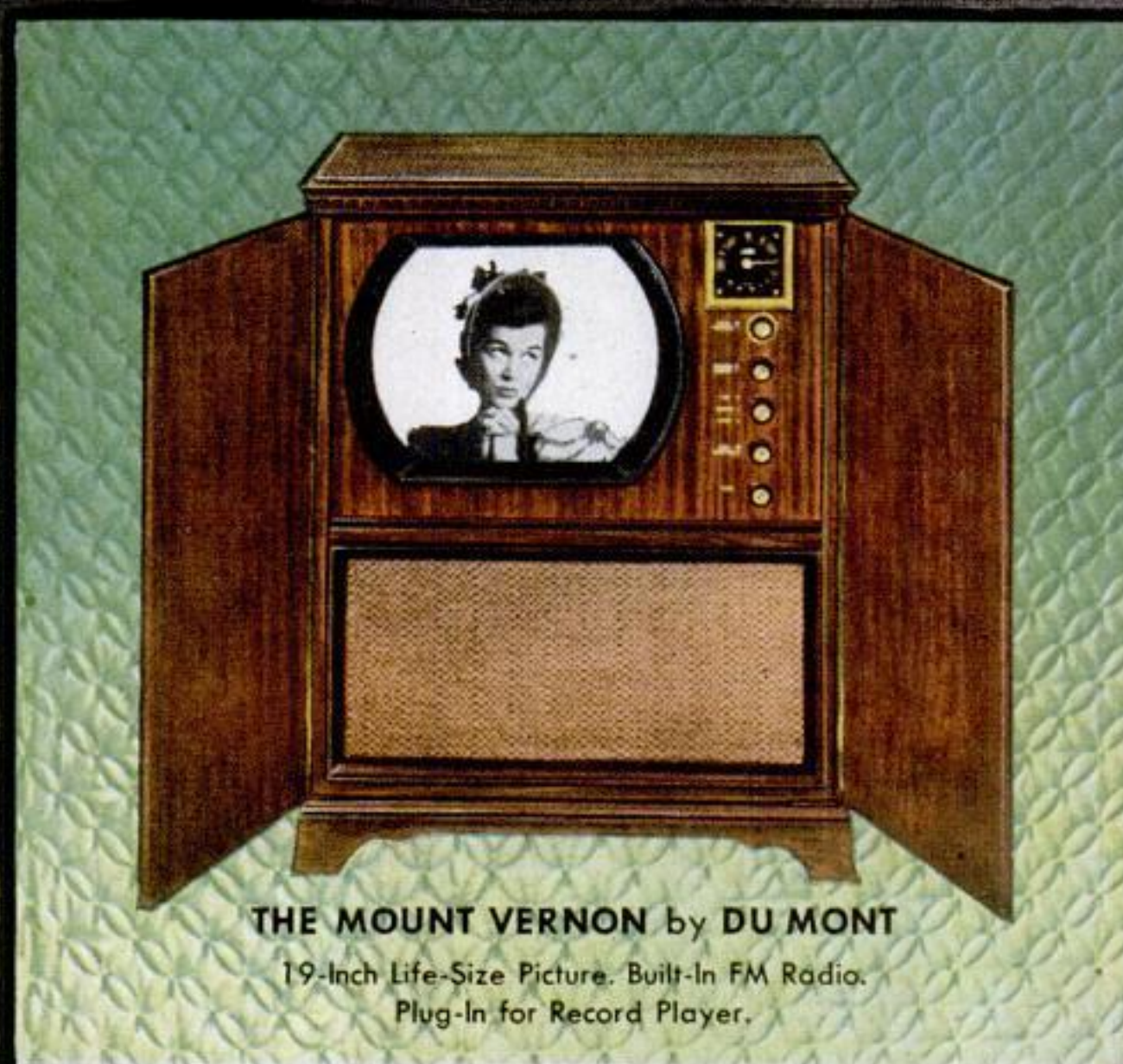
Kodak Film gets the picture . . .
the film in the familiar yellow box

For full-color snapshots—
Outdoors—Kodacolor (Daylight)
Indoors—Kodacolor, Type A



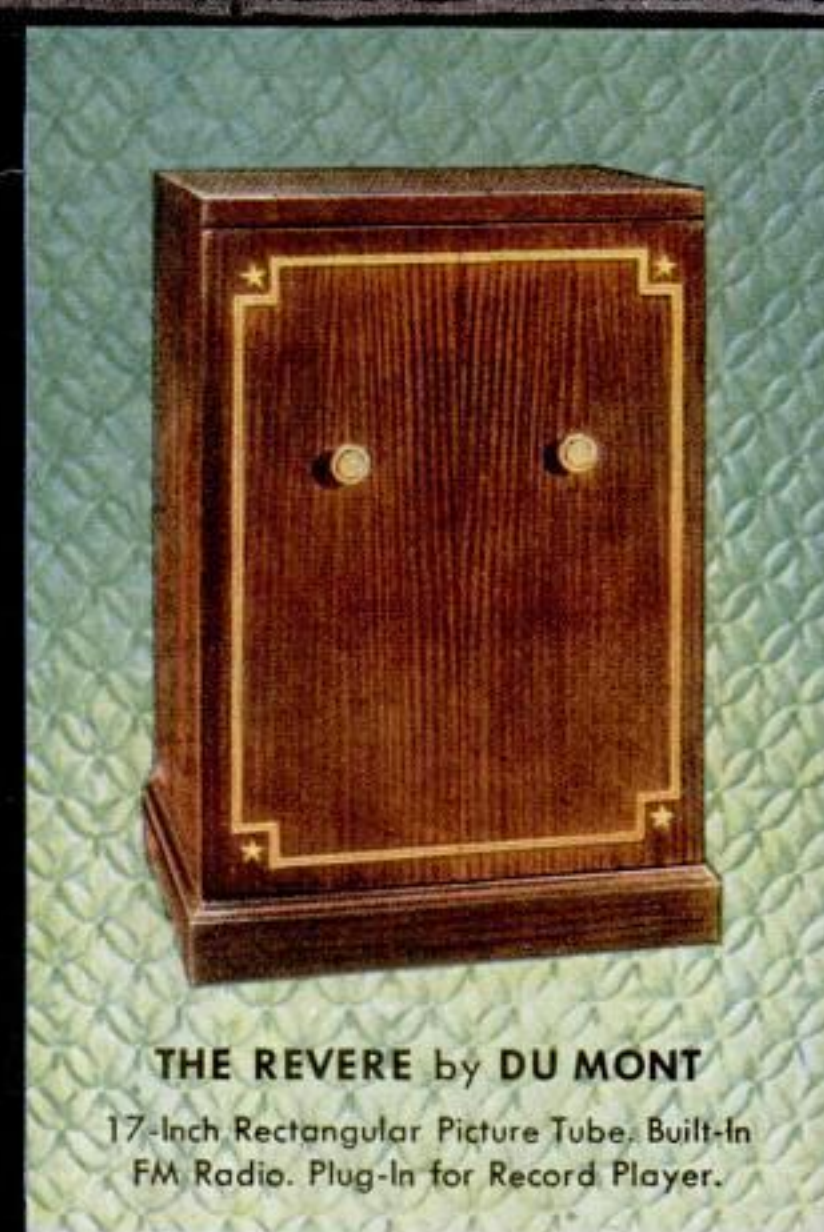
Tear off this corner as a reminder
to get some Kodak Film. Size

HERE



THE MOUNT VERNON by DU MONT

19-Inch Life-Size Picture. Built-In FM Radio.
Plug-In for Record Player.



THE REVERE by DU MONT

17-Inch Rectangular Picture Tube. Built-In
FM Radio. Plug-In for Record Player.



THE HANOVER by DU MONT

19-Inch Life-Size Picture. Built-In
FM Radio. Plug-In for Record Player.

THE PARK LANE by DU MONT

17-Inch Rectangular Picture Tube.
Plug-In for Record Player.



COME THE NEW

DU MONT'S



THE TARRYTOWN by DU MONT

17-Inch Rectangular Picture Tube. Built-In AM-FM Radio.
3-Speed Automatic Phonograph.



THE CARLTON by DU MONT

17-Inch Rectangular Picture Tube.
Plug-In for Record Player.

You always wanted a Du Mont.
You always wanted
the big, Life-Size picture —
the fine, long-life performance.
Now here they are.
Bigger, newer, better than ever
and at new prices —
lower than ever before.

New cabinets, new features,
big new pictures.
Every model has a giant
17- or 19-inch screen.
Every model has
the famous Du Mont engineering.
Just see what you can get
in a television set now.

And rejoice in the knowledge
that these are Du Monts —
television's finest instruments.

Sixteen stunning new models — a style for every taste — every one
with a big 17-inch, or 19-inch Life-Size, picture. They're the newest
and finest designs from the laboratories that built the first
home television receivers. They're the greatest values in television!

Cabinets designed by Herbert Rosengren.

DU MONT

FIRST WITH THE FINEST IN TELEVISION

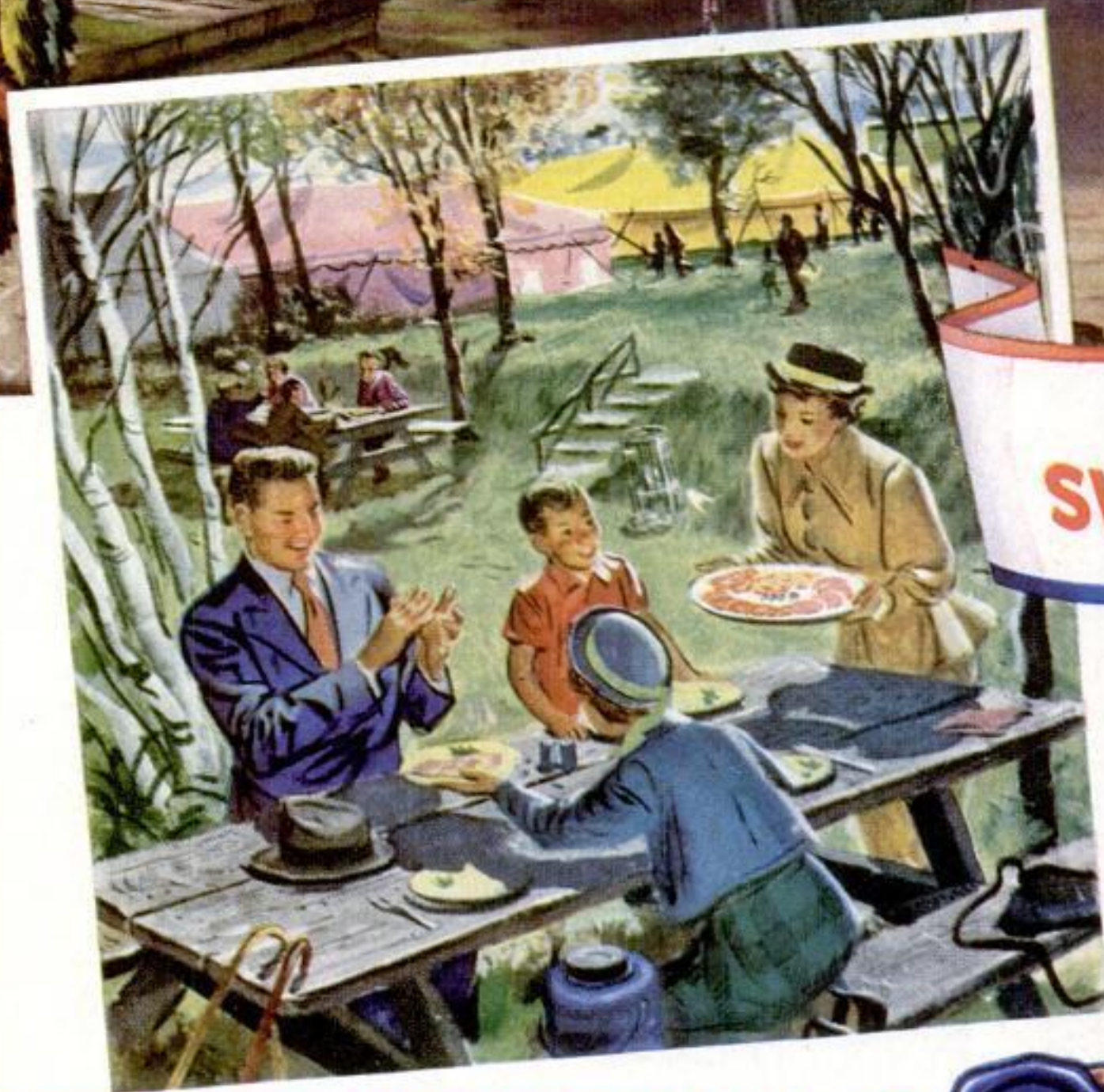
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Television Receiver Division, East Paterson, N. J. and the Du Mont Television Network,
515 Madison Avenue, New York 22, N. Y.

Great American Customs

A DAY AT THE FAIR...



... AND HOLIDAY PICNICS WITH
SWIFT'S PREMIUM Table-Ready MEATS



Their fresher flavor and finer ingredients make them America's favorite "cold cuts"!

This is the season when millions trek to the fairgrounds for a day midst the cries of barkers along the midway, the pungent smell of popcorn, the sight of a giant ferris wheel spinning against the clouds. And it's the time when many families celebrate

Labor Day with an outdoor feast.

For that farewell-to-summer picnic, their *first choice* is Swift's Premium Table-Ready Meats. Luscious bologna, mellow liver sausage, spicy salami, savory ham... with no cooking, no heating! *Made fresh daily* and at their peak goodness rushed in refrigerated trucks to dealers everywhere. Made to high standards for Swift puts the SWIFT'S PREMIUM brand only on its *finest meats*.

FEATURED THIS WEEK
AT FINE FOOD STORES
EVERYWHERE!





CARS SWARM TO TENT OPERA, LAMBERTVILLE, N.J.

TENT OPERA

**Big musical shows under canvas
are a whopping summer success**

For people who like a circusy touch to their entertainment a new kind of show has become established this summer. It is the big tent theater in which musical comedies and operettas are given arena-style, with a stage in the middle and audience seated on all sides. In the east three tent operas are now going great guns, and the man who started the fad last year, St. John Terrell, now in his second season at Lambertville (above), has just signed with Showmen Rodgers and Hammerstein to organize a chain of what he calls "music circuses." Tent operas are necessarily short on scenery but long on musical talent like the Metropolitan's Soprano Mimi Benzell (left), who has temporarily left her indoor opera and nightclub dates to compete, victoriously, with popcorn crunchers and katydids.



OPERA STAR MIMI BENZELL SPRAYS ON BUG KILLER BEFORE WARBLING IN A CONNECTICUT TENT SHOW

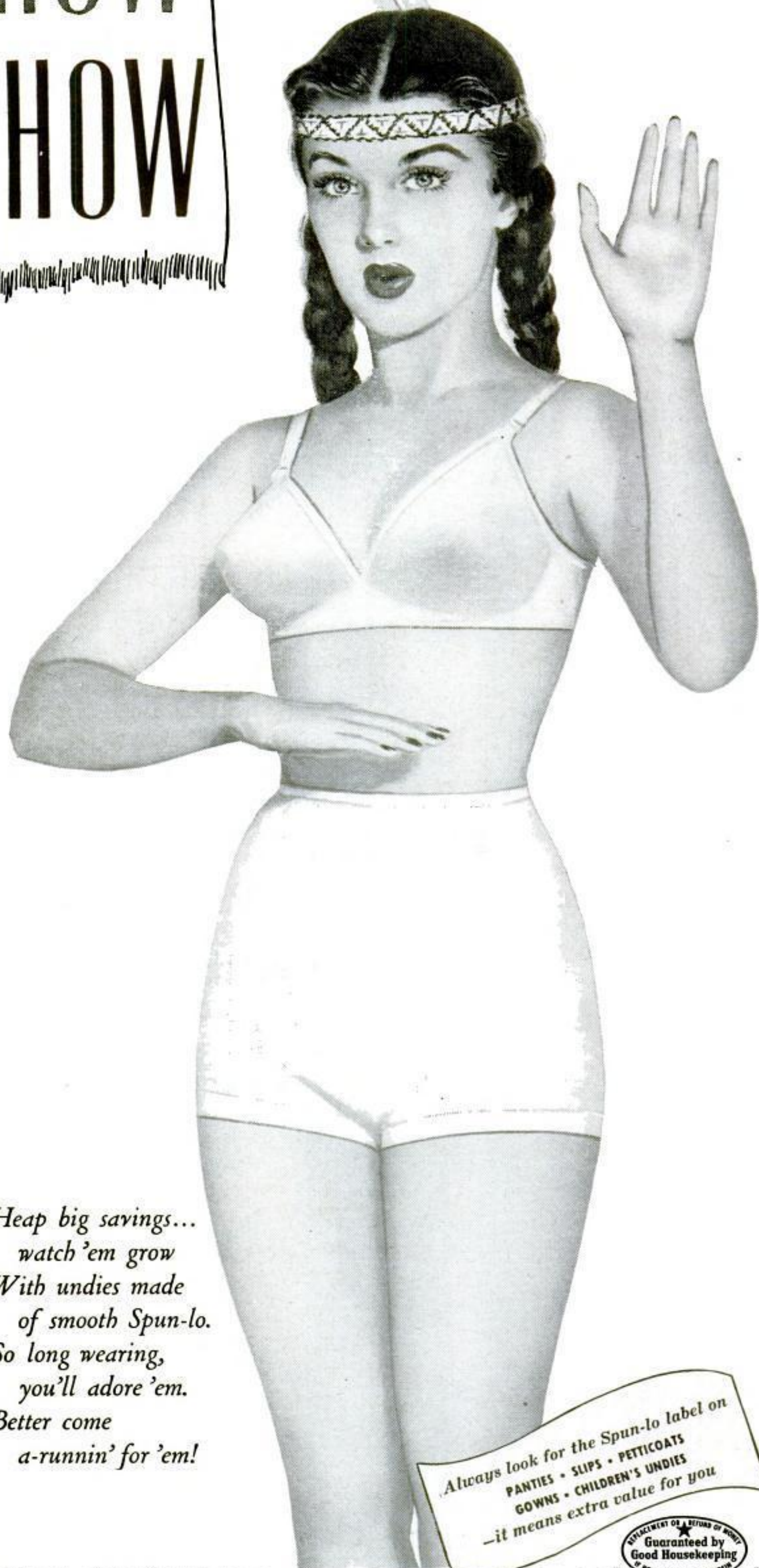


HURRIED EXIT is made by Mimi Benzell in *Naughty Marietta* at Melody Fair in Danbury, Conn. Like all tent opera actors, Mimi has to dash through audience

to reach and leave the stage, which is in the center of the tent. These marathons are tough on players but give spectators pleasant sense of being right in the show.

HOW
HOW
HOW

you save on



Heap big savings...
watch 'em grow
With undies made
of smooth Spun-lo.
So long wearing,
you'll adore 'em.
Better come
a-runnin' for 'em!

Always look for the Spun-lo label on
PANTIES • SLIPS • PETTICOATS
GOWNS • CHILDREN'S UNDIES
—it means extra value for you



INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO
PRODUCERS OF CONTINUOUS PROCESS RAYON YARNS AND **®TYRON** CORD FOR TIRES

Tent Opera CONTINUED



MATINEE TENT OPERA at Hyannis, Mass. taps new audience. *Vagabond King* is performed almost in laps of juvenile onlookers.



QUEENLY CRITIC at *The Vagabond King*, holding spun-sugar candy like a scepter, decided that she liked the operetta very much.



MEETING THE PLAYERS after show was almost unbearably exciting to little girl who twisted her hands in mute admiration of Singer Barbara Ashley.

SWEETHEART of a breakfast!

Extra nourishing! Extra good! And the freshest Corn Flakes of all!



Ready in 2 shakes

A delicious hearty breakfast main dish!



Shake in . . . Kellogg's Corn Flakes

Shake on . . . shredded coconut

Trimming . . . maraschino cherry

or . . . dab of jelly or jam

P.S. Nothing to cook and mighty nourishing!

Save-you suggestion: A "breakfast supply shelf" in a handy location—to keep cereals, jams, canned juices, coffee together. Saves time and trit-trot!

Enjoys tour. Mrs. June Regnier of Salem, Mass. is a bacteriologist (and now the bride of a physician). After her trip through the Kellogg plant, she writes, "My, you people are perfect housekeepers . . . a spotless factory!"



No breakfast is no-go for losing weight, says *Reader's Digest* reporting on tests with women university students. And the hidden hunger caused by skipping breakfast causes tired mind, body and nerves. You look better and feel better on a nourishing breakfast!

Mother! On the breakfast table, set up a tray with sugar bowl, salt 'n' pepper, silver, paper napkins. Spin-the-tray service helps everybody help himself!



Tops for topping. "For an extra-crisp top, bake lots of Kellogg's Corn Flakes on Tuna-Mushroom Casserole! My 3 children love it!" suggests Mrs. Bernice L. Brecke of Minneapolis, Minn. P.S. Marvelous on macaroni-and-cheese or any creamy-type baked dish!

No duds in Kellogg's VARIETY PACK. Your pick of 7 real favorites! And 9 out of the 10 boxes are Kel-Bowl-Pacs, which kids love to eat out of!

"Signature" Silverware goes with her sterling! "Harmonizes so beautifully, I want more!" writes Mrs. Betty Seemann of Whittier, Calif.



BEGIN THIS LOVELY SET—
your initial on each piece!

Get 4 "Signature" teaspoons of heavy silverplate for only 75¢ and white-star-end from Kellogg's VARIETY. Package-insert describes offer. With teaspoons, you get a list of matching pieces and prices. Start your set now!

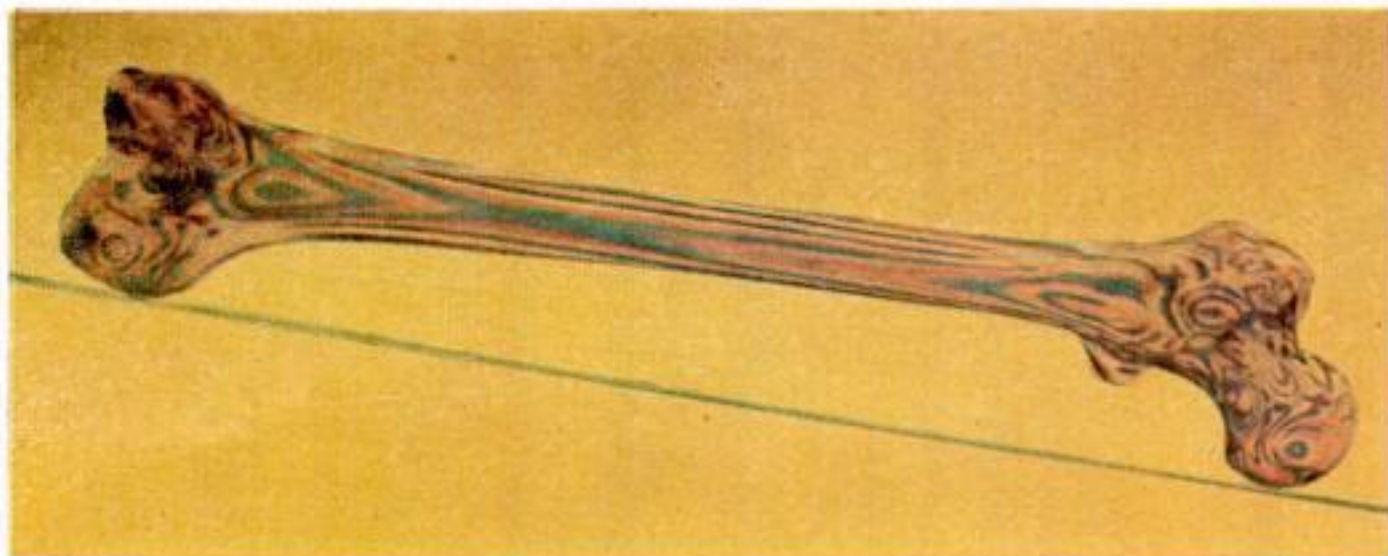


Sing a song of breakfast,
Of corn and rice and wheat—
Crispy packs of nourishment,
And all so good to eat!

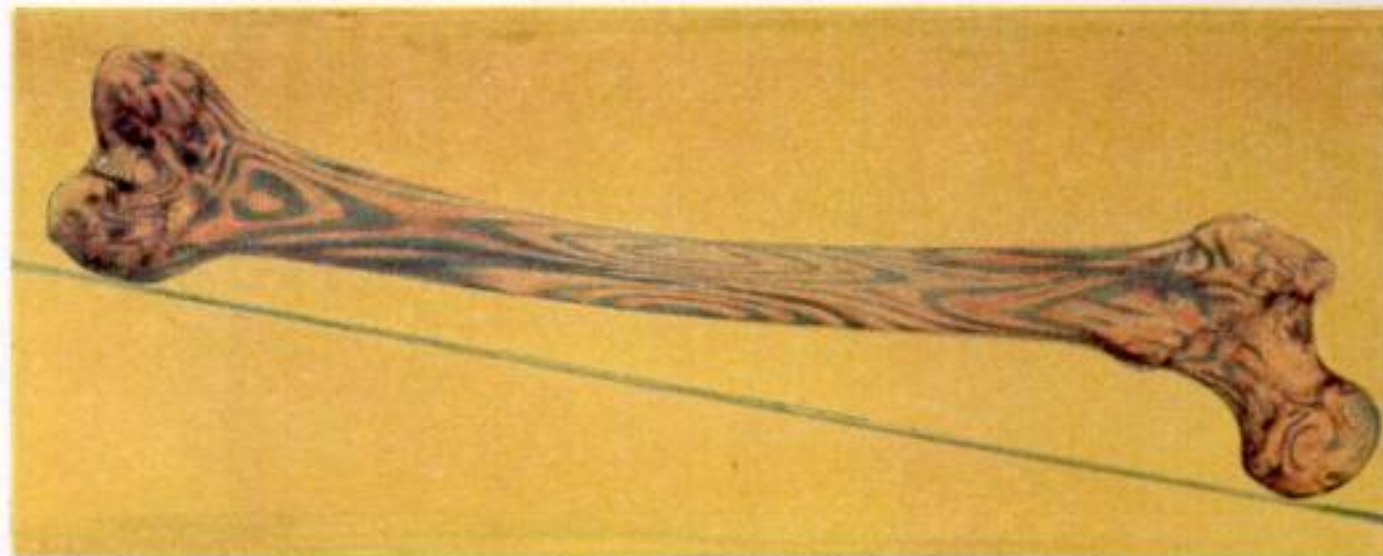
10-box choice of
7 cereal favorites

Mother knows **Kellogg's** Best!

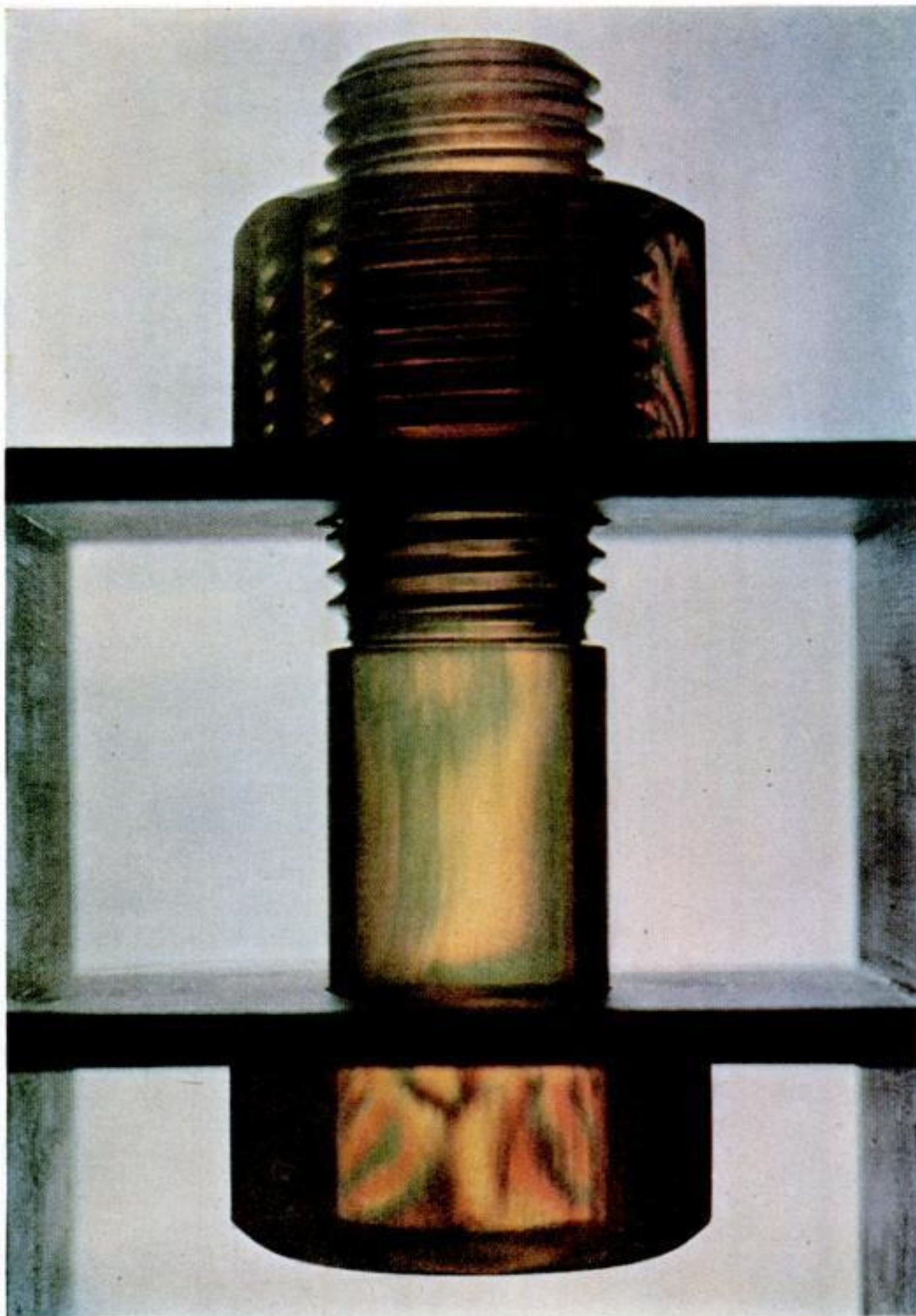
SCIENCE



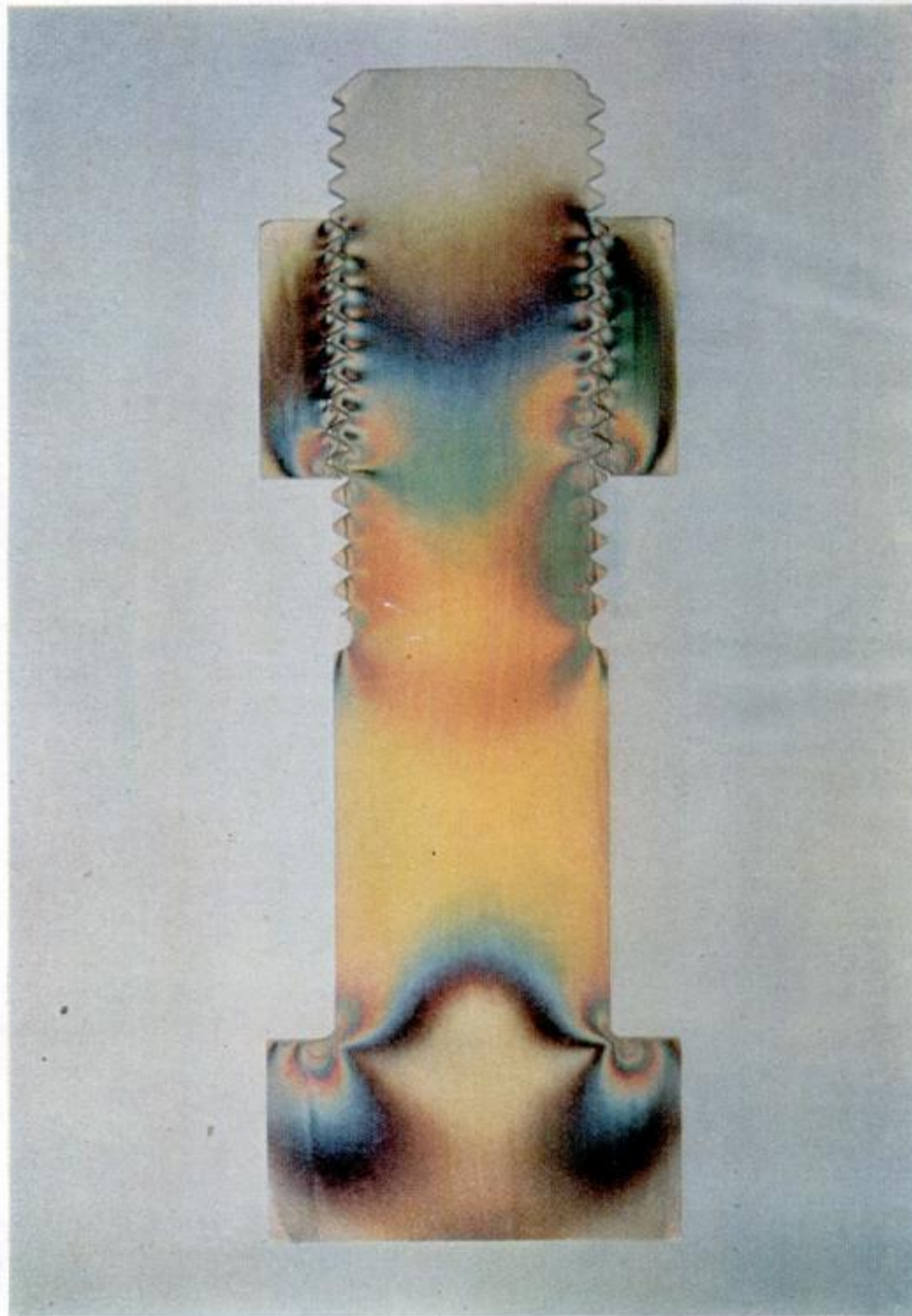
TRANSLUCENT THIGHBONES carved out of photoelastic plastic produce distinct light patterns during strength tests. Stress lines frozen into these models



show the strain on human legs caused by a leap from great height (*left*) and by a bone-cracking blow (*right*). Bones are under greatest stress where lines are closest.



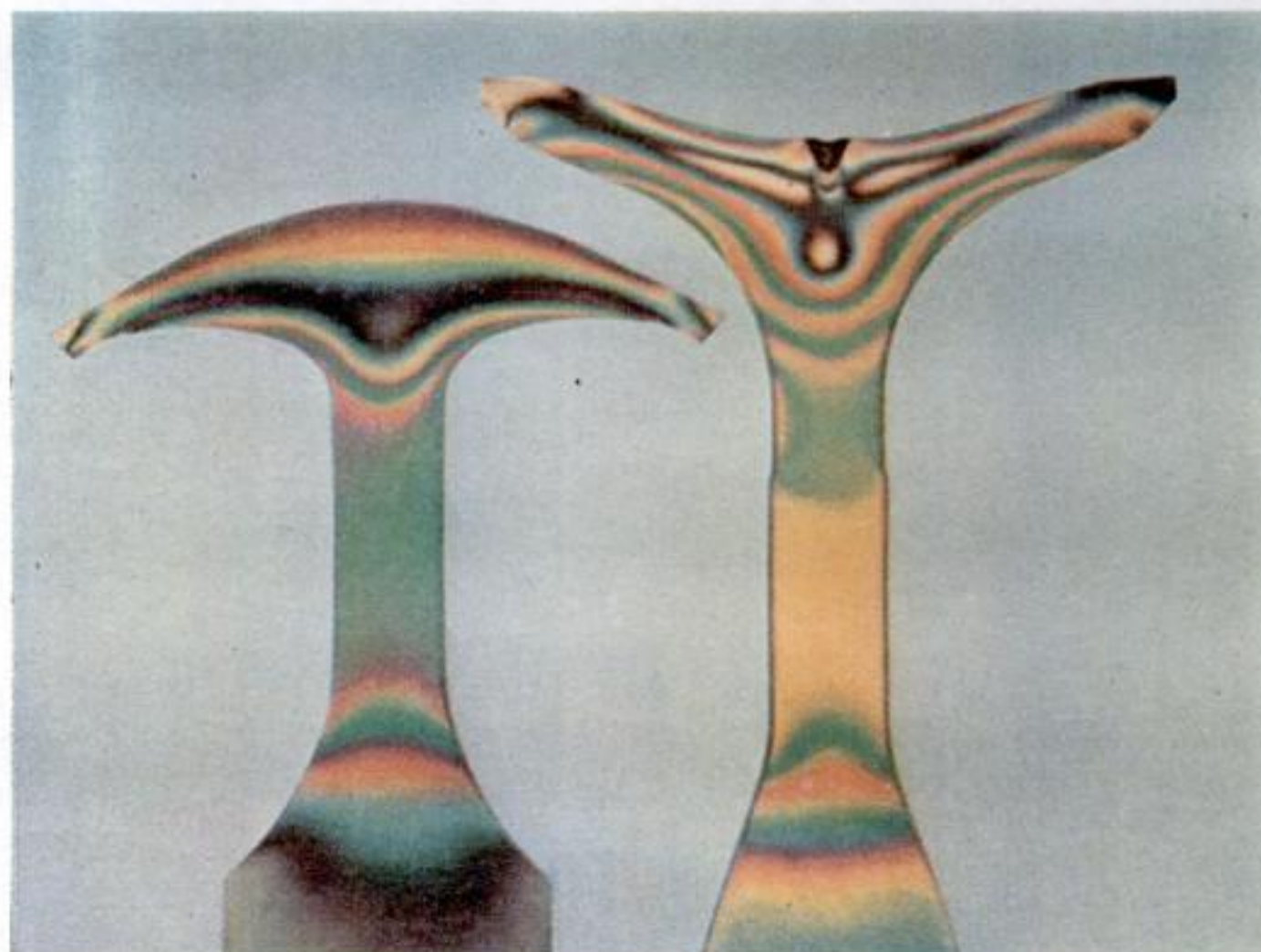
PLASTIC BOLT is screwed tightly onto a steel frame to create tension (*left*), then is sliced (*right*) so internal strains can be studied. Varicolored patterns show



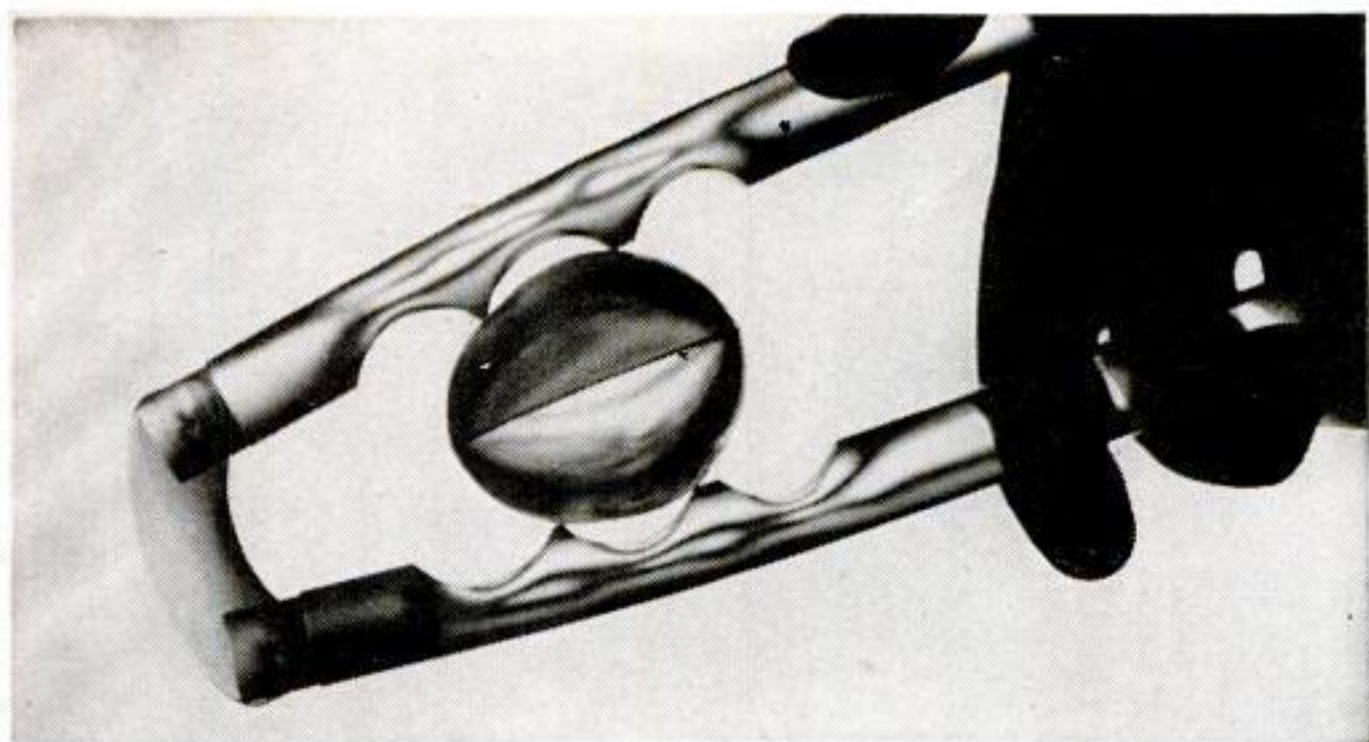
that the weakest points in the design are where bolt head meets shaft and where bottom of nut grips screw threads. Other threads near top carry almost no load.



ENGINE VALVES, modeled in plastic and subjected to normal strains that occur in diesels, are compared in three-dimensional form (*left*) and in sliced sections



(*right*). Regular distribution of color bands in both valves shows that the smaller, lighter "umbrella" type will stand as much strain as standard "upset" design.

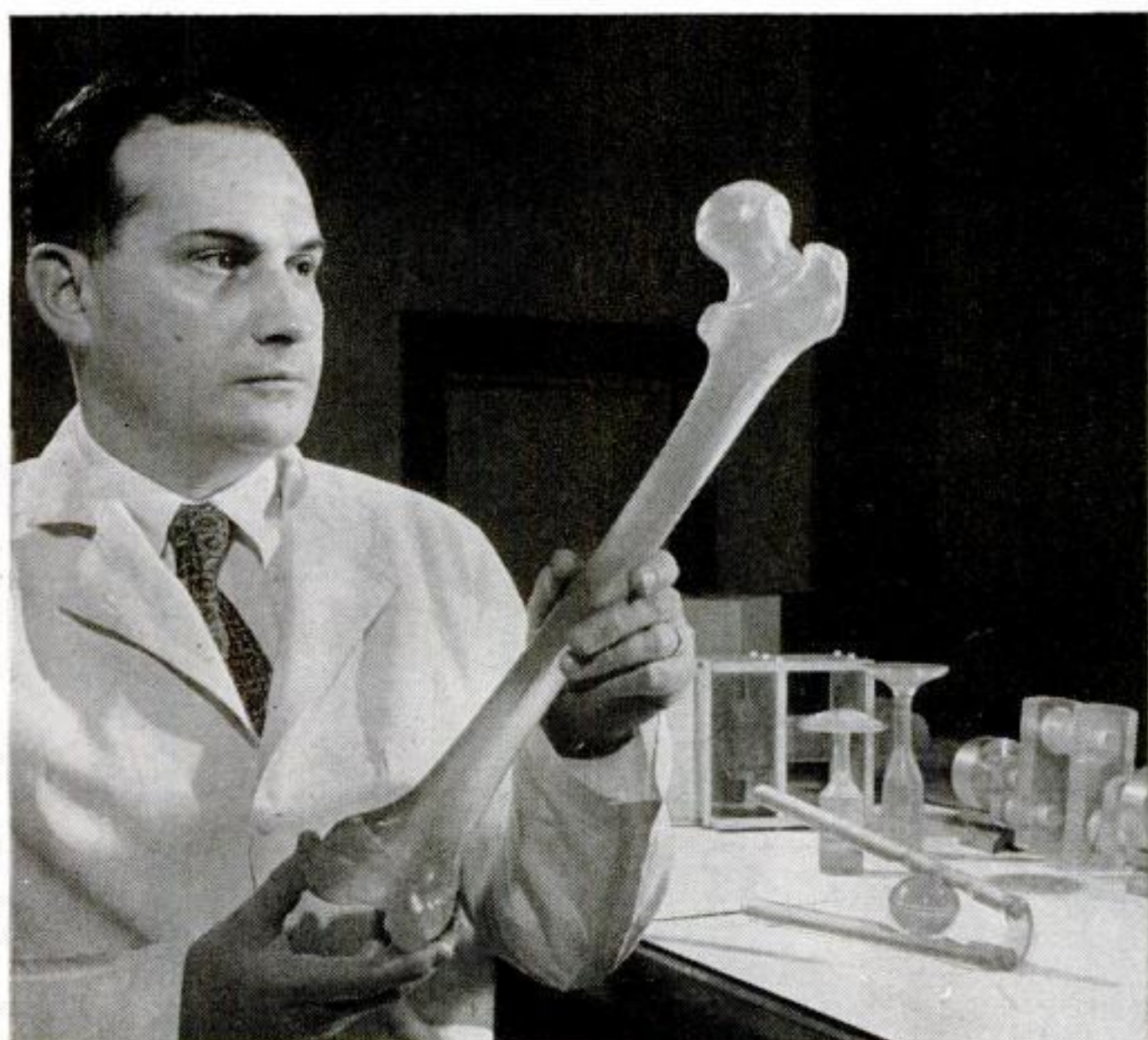


PLASTIC WALNUT and nutcracker show changing stress patterns as hand pressure is varied. Cracker shows greatest strain at the bottom of the grooves.

STRESSES MADE VISIBLE

Models of bones and bolts made of new plastic show up internal strains as patterns of color

The ancient Romans used to test the strength of new weapons by smashing them over the sturdy heads of the Gauls. Modern engineers learned to make better tests in the laboratory with huge crushing machines that could shatter an object in a split second, but still they could not locate the exact points where a design needed to be strengthened. Now Westinghouse Scientists M. M. Leven and H. F. Minter have perfected a method for observing stress patterns visually so weak points in any tool or weapon or in a human bone can be found without breaking it. They first make a full-scale replica of the test object out of a new plastic known as photoelastic Fosterite. Then they heat the model and subject it to the tensions and pressures that its counterpart will meet in actual use. When the plastic cools these stresses are "frozen" in and can be seen as colorful patterns (*opposite page*) when viewed in polarized light. The color bands are closest at points where the forces applied to the plastic have strained it most; by redesigning these areas the entire design can be made stronger. Plastics with similar "photoelastic" properties were first produced more than 20 years ago, but could be made only in thin sheets; the new Fosterite can be formed into three-dimensional copies of sizable objects. During wartime, when many metals become scarce, it is especially important to build strong machinery without wasting material. By studying Fosterite models, design engineers will be able to produce stronger, longer-wearing crankshafts, valves, bolts and breechblocks without adding an ounce of excess metal.



PLASTIC EXPERT Leven holds bone whose stress patterns are shown on opposite page. On table are engine valves and bolt also shown in color pictures.

CONTINUED ON NEXT PAGE



How to **FLATTEN** a drink!

Be careless about your club soda. Sabotage your highball with *ordinary* club soda or carbonated tap water. You'll start out with a flat drink and wind up with a complete dud.

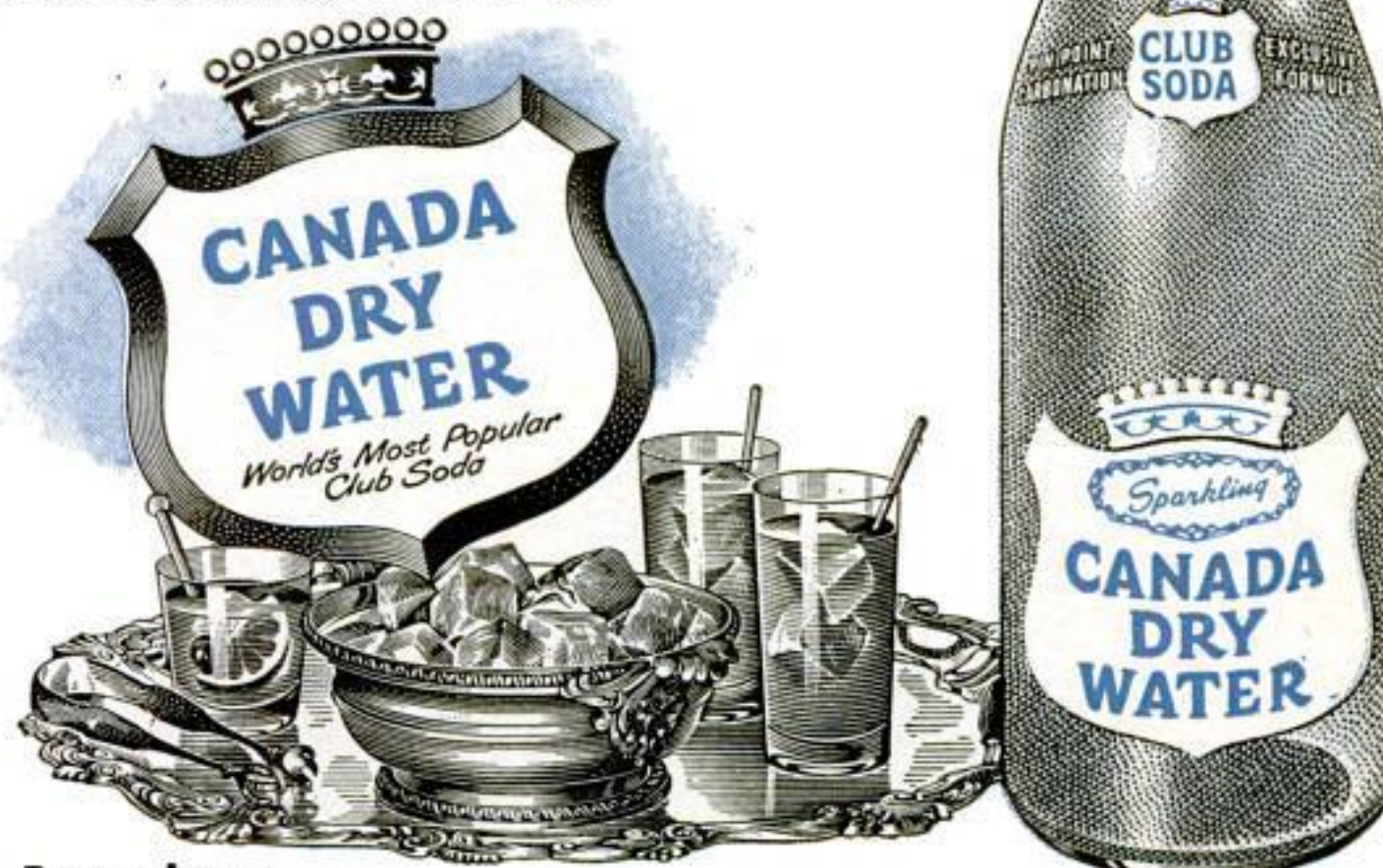


How to **LIVEN** a drink!

Choose your club soda as carefully as the rest of your highball. Use Canada Dry Water. Your drinks will taste better and—thanks to "Pin-Point Carbonation"—sparkle longer.

How **CANADA DRY**
PIN-POINT CARBONATION
makes drinks taste better!

Thanks to this scientific process, millions of tinier, longer-lived bubbles keep your drink sparkling at peak liveliness. Result: you always have a fresh-tasting drink in your hand no matter how long you "nurse" it.



Remember—

$\frac{1}{3}$ ths of your drink is club soda... ask for the best—Canada Dry Water

Feel like a million!

Don't Settle for Less!

"For active sports, it's Jockey Shorts!" say men everywhere about this often-copied-never-equalled underwear. It fits snug as your skin, gives you positive masculine support. Look for the mark, "Y-FRONT," on the garment—it's your assurance that you're getting the famous Coopers product. See your Jockey dealer—be "Hip-Taped" for perfect fit. Then feel like a million in Jockey brand Underwear! Five styles: Shorts, Midway, Over-Knee, Longs, Bellin. Jockey Contoured Shirts to match.

WEAR *Jockey*^{*}
SHORTS made only by
Coopers^{*} INC.



The Famous
Brand of
Knit Support
Underwear

"GO BACK TO SCHOOL
in he-man comfort...
take along a complete
supply of
JOCKEY Underwear!"

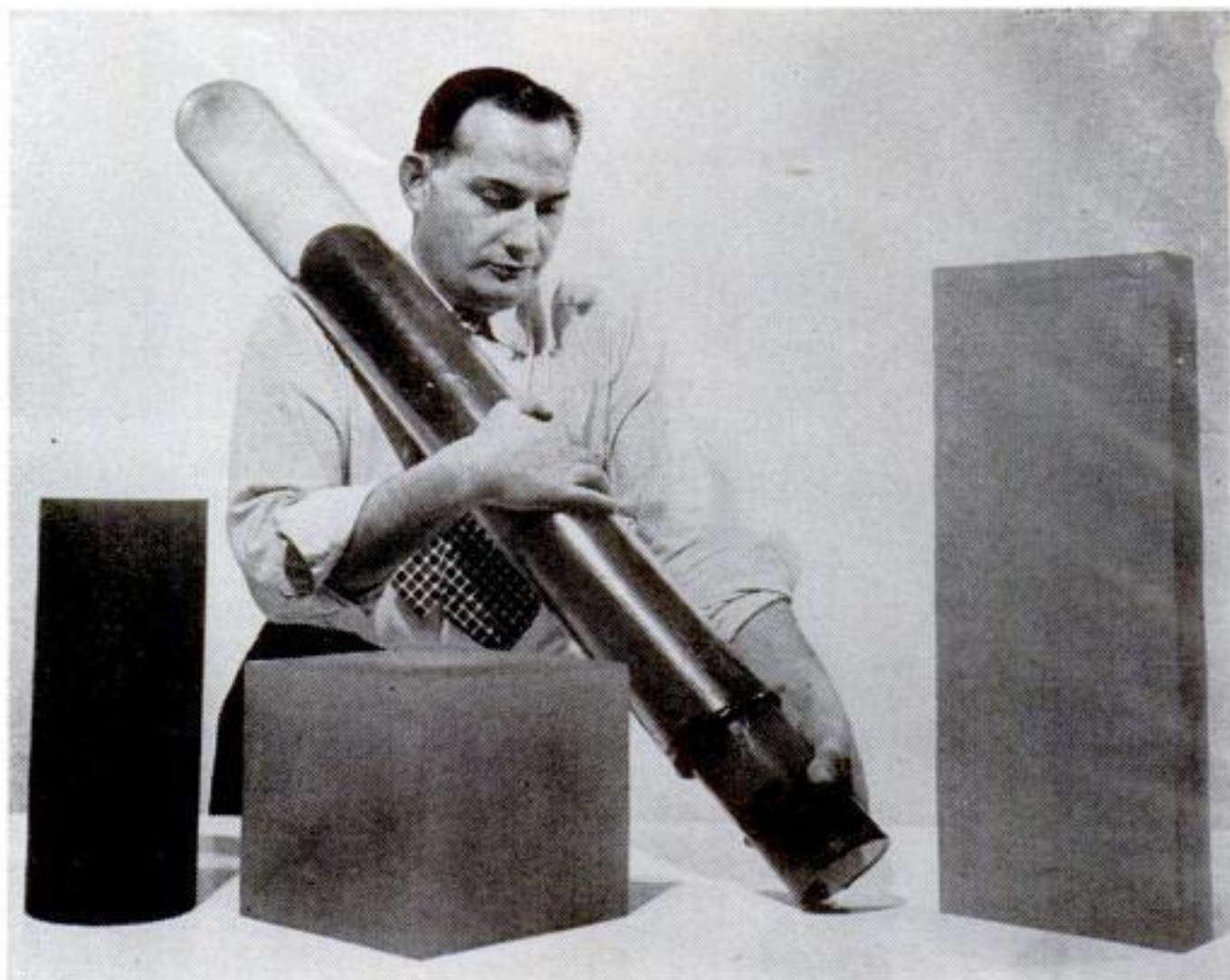
Licensees: Canada, Moodie;
British Isles, Lyle & Scott; Aus-
tralia, Speedo; New Zealand,
Lane-Walker-Rudkin; Switzer-
land, Vollmoeller; Colombia,
Ego; Italy, Sacchi; France,
Verdier.



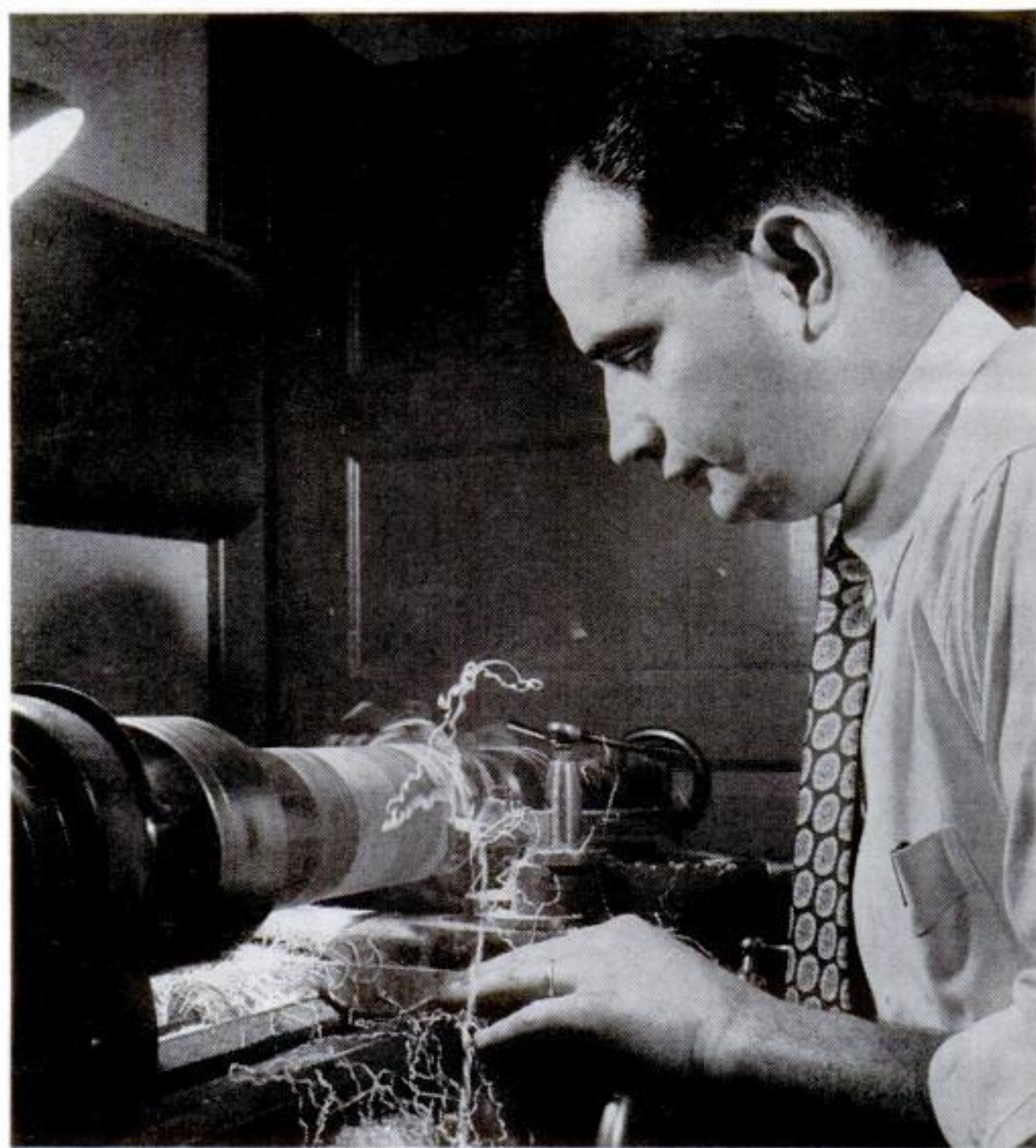
Also
Jockey brand Underwear
in Children's Sizes

*© Coopers, Inc.,
Kenosha, Wis.

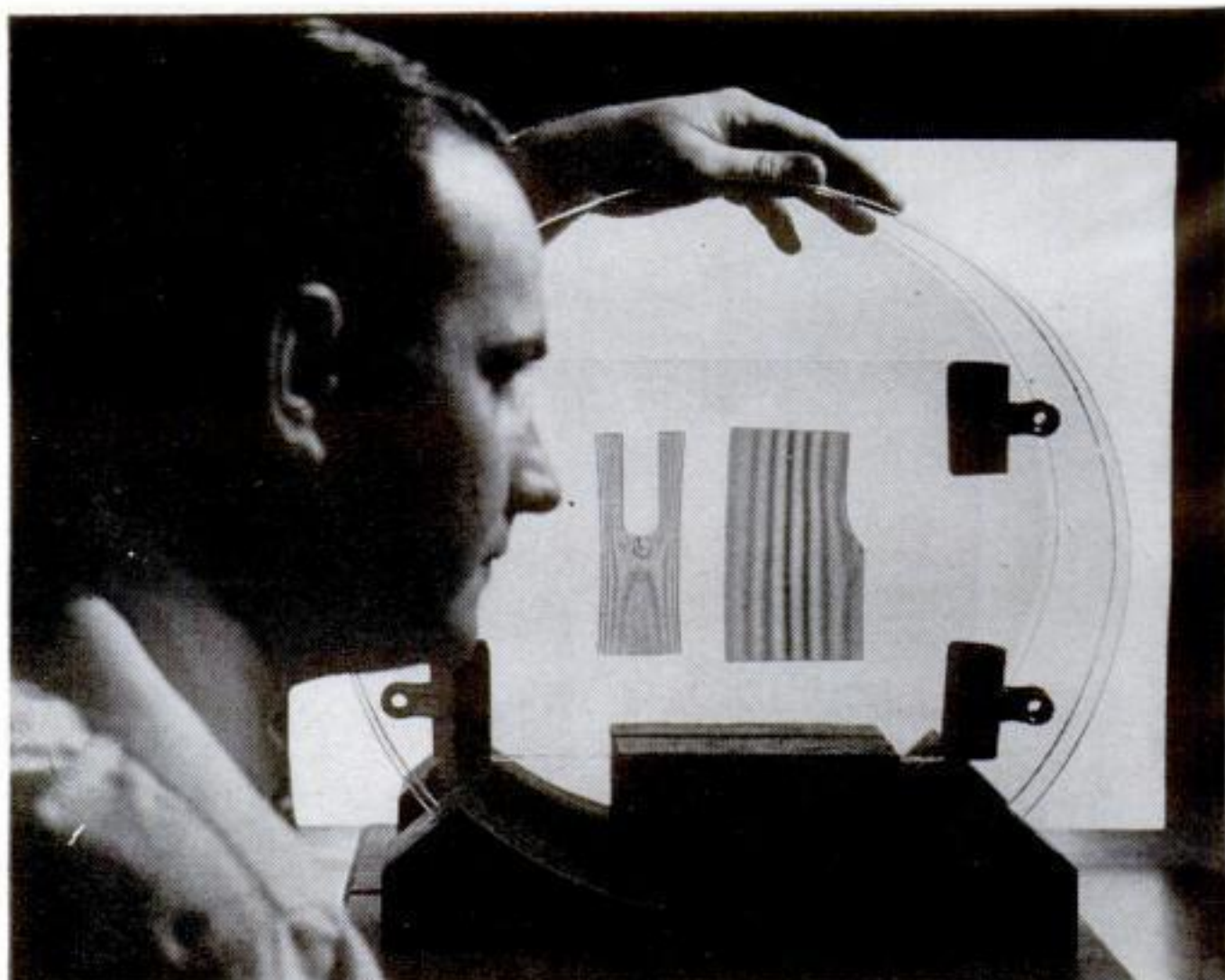
New Plastic CONTINUED



GIANT TEST TUBE is used as a mold for 3-foot plastic log from which test models will be carved. Cubes up to 12 inches on each side have been produced.



RIBBONS OF RESIN spiral out from a model being shaped in an engine lathe. The new plastic can be cut, sawed, bored, milled or filed as easily as wood.



POLARIZING PLATES, mounted before and behind suspended slices of a model, transform light coming from the rear so stress patterns become visible.



here is one of twenty-nine new "beautiful buys"

1951

Motorola TV

NEW "18th Century" off-the-floor cabinet . . . in select grain, hand-rubbed mahogany . . . so very beautiful in your home. **NEW** 17 inch rectangular pictures . . . brighter, steadier than ever before. **NEW** "controlled quality" chassis for extra long trouble-free service. **EASY** 2-control tuning . . . turn it on, select station, that's all. **EXCLUSIVE** Bilt-in-Antenna . . . just plug in and play! **NEW** fool-proof 3-speed phonograph, plus Golden Voice FM/AM radio. And above all, **NEW** value at a new low price!



*all so new
that a demonstration
will convince you
that your new set
MUST be one of
the twenty-nine
new Motorola
TV models.*

MODEL 17F4 in Mahogany

There's a style to fit your home—at a price to fit your budget. See your Motorola dealer soon.

The "Fresh Up"



*So pure... So good...
So wholesome
for everyone!*



Copyright 1950 by The Seven-Up Company

Family Drink!



it...



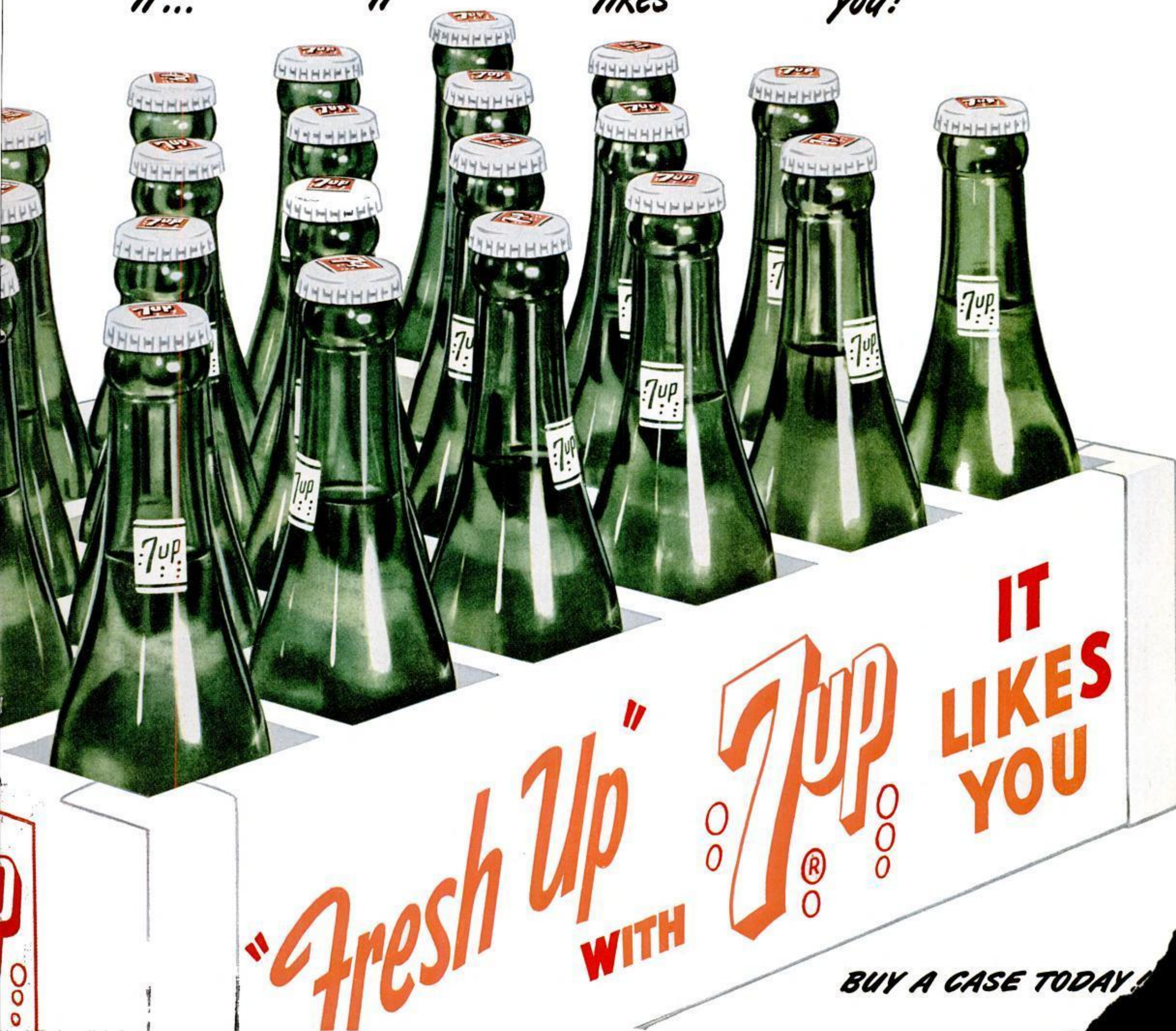
it



likes



you!



Mc GREGOR[®] BACK-TO-CAMPUS KICK-OFF '50



McGregor Adapts the 2 Platoon System to Sportswear!

In football, offense strategy means speed and versatility...in fashion it's perfect styling. And defense on the gridiron calls for stamina and ruggedness...in Back To Campus Sportswear it's warmth and long wear.

Rear Standlees (left to right)

HANK—CENTER gets a snap from—
CAMEL WARMER... pure wool coat, mouton collar and warm quilted lining. 29.95
BONNIE LANE PULLOVER... 100% crushy wool. 7.50
ODYSSEY SPORTSHIRT... rare color in a washable rayon sheen. In Ancient Madder colors. 6.95

NILES—GUARD stands out in—

NYLON ANTI-FREEZE JACKET... a slick, lined, pure Nylon jacket that washes without a whimper. 22.50
SCOTLON NYLON SWEATER... washable pullover. 8.95
NYLON TARTAN SPORTSHIRT... crystal-clear tartan patterns tailored into a washable nylon sportshirt. 10.00

TOM—TACKLE makes a smash with—

STORMY GAB V-8 JACKET... 8 oz. quilted lining with wool blend shell—mouton collar. 25.00
SNO-DEER SWEATER... pure wool—cru-neck. 10.00
AYE SIR GAB SPORTSHIRT... washable rayon gab. 5.95
SIERRA GAB HUGGER SLACKS... 100% worsted gab. 18.95

Front Men (left to right)

FRANK—FULLBACK lines up in—
BIG ICE CAP COAT... wool blend shell—alpaca lining—mouton collar. 59.95
DRAMBUIE SACK COAT... 3 button jacket. 37.50
TARTAN PLAID SPORTSHIRT... pure wool tartan. 10.00
CASHLON SWEATER... cashmere-nylon pullover. 15.00
MIRON WHIPSHEEN SLACKS. 19.95

KEN—KICKER gets a kick from—

TARTAN SPORT JACKET... worn by the King of England—authentic deep tone tartans tailored into the finest jacket you've ever seen. 35.00
LOMAND SWEATER... pure wool pullover. 10.00
FABULON SPORTSHIRT... wool and nylon plaid. 10.00
CAMBRIDGE FLANNEL HUGGER SLACKS. 15.00

HARRY—HALFBACK passes the crowd in—

LOUNGER GAB TRI-THREAT JACKET... lining becomes jacket with collar. Wear together or zip out lining. 32.50
TRIPLE CABLE SWEATER... pure wool pullover. 8.95
SKI-TRAIL SPORTSHIRT... window pane patterns. 8.95

ED—END receives cheers in—

UNIVERSITY SUEDE JACKET... luxurious suede tailored. Huge pockets, leather buttons—a lavish touch. 35.00
CREAM SUEDE SLIPOVER... butter-smooth suede slipover with knitted back. 10.00
WILLIAM TELL SPORTSHIRT... washable flannel. 10.00
WILD GAME TWEED SLACKS. 13.95

KEITH—QUARTERBACK signals for—

TATTERPANE CORDUROY SACK COAT... double overchecks on solid corduroy. A luxury jacket. 22.95
TURN-UP GLOWCORD SACK COAT... solid-color corduroy with plaid turn-up collar. 22.95
TATTERCORD VEST... smart tattersall pattern. 8.50
MCGREGOR CORDUROY SHIRTS. 7.95 and 10.00
MELLOCORD HUGGER SLACKS. 10.95

STRETCH—COACH masterminds in—

SNOW PINE DRIZZLER... the famous drizzler jacket with pure wool plaid lining. 15.00
TIMBER TOP SPORTSHIRT... solid top—plaid body. 10.00
VENETIAN COVERT HUGGER SLACKS... 15.95

Available in Men's Prep and Wee Sizes At Better Stores or Write —DAVID D. DONIGER & CO., INC. • 303 FIFTH AVENUE • NEW YORK 16

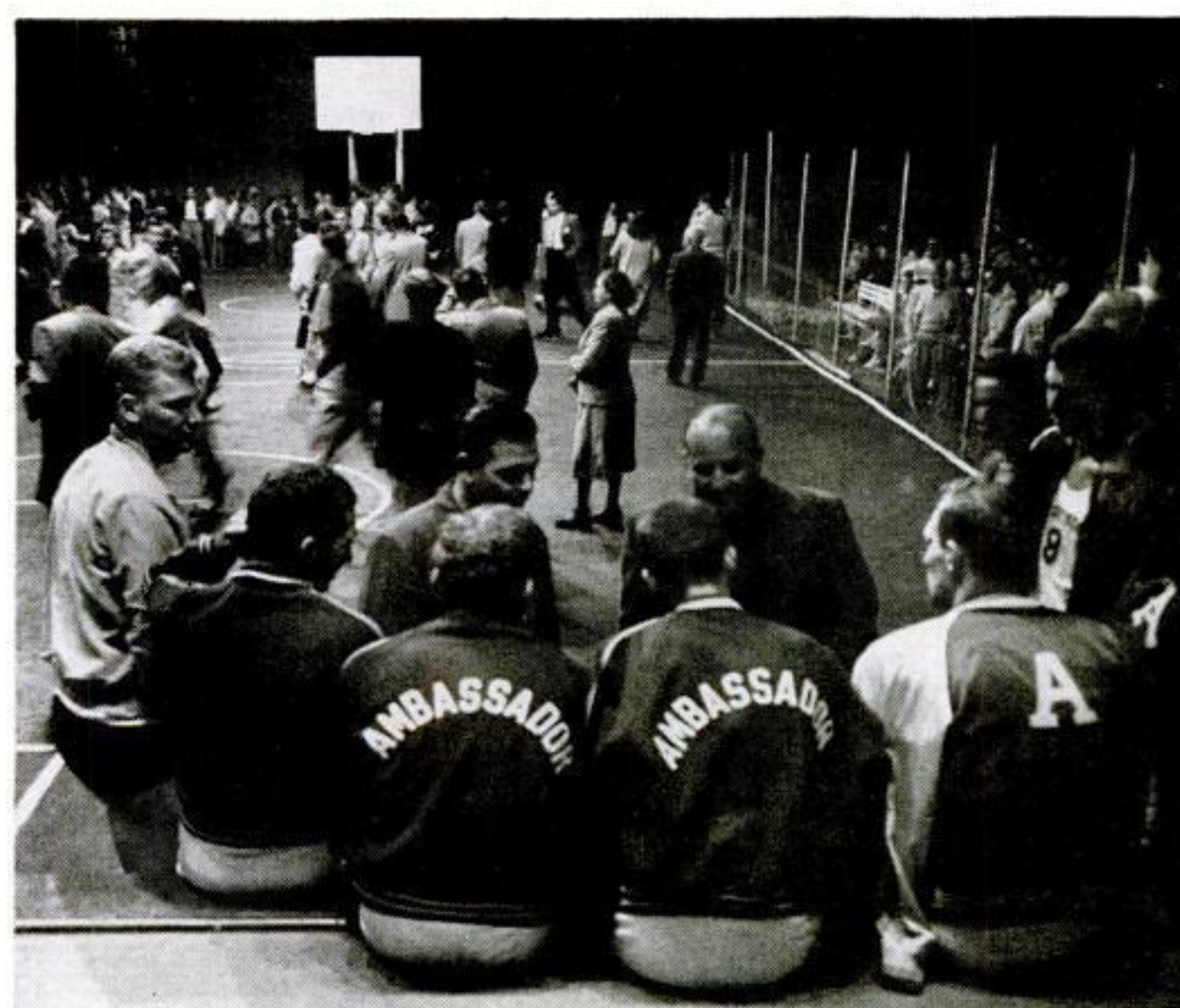


AT THE AMBASSADOR HOTEL, BRADLEY UNIVERSITY'S ELMER BEHNKE (13) DRIVES IN FOR A SHOT. AT FAR LEFT IS N.C. STATE'S ALL-AMERICAN DICK DICKEY

BORSCHT BASKETBALL

The best U.S. collegians play for Catskill resorts

In a mass migration, most of the best college basketball players in the U.S. have flocked this summer to a resort area in New York's Catskill Mountains known as the "borscht belt." They go there through no great love of the thick beet soup for which the region is named; rather they go because basketball is the Catskills' most popular form of entertainment. Forty borscht belt hotels have teams. Rivalry is sharp, and hotel owners offer players jobs as waiters, bellhops and lifeguards with the understanding that they will also play basketball. More than 400 amateur players, many of them from such basketball powers as C.C.N.Y. and Kentucky, are there making from \$500 to \$1,200 at their jobs and playing two nights a week. Though play on the outdoor courts is fast and exciting, it is often ragged because individual stars do not always play well as a team, fouls are not closely called, and hotel managers are sometimes inclined to act as coaches. It all adds up to a pleasant summer for the players, who keep in trim, get paid well and are still able to maintain their amateur standing.



AT INTERMISSION between halves of a game at the Harmony, Ambassador players talk with their fans while the hotel guests use court as a dance floor.

FLEISCHMANN'S GIN



*Makes America's
Most Delicious Gin
Drinks*



*Because
...It's the Gin that gives you all 4*

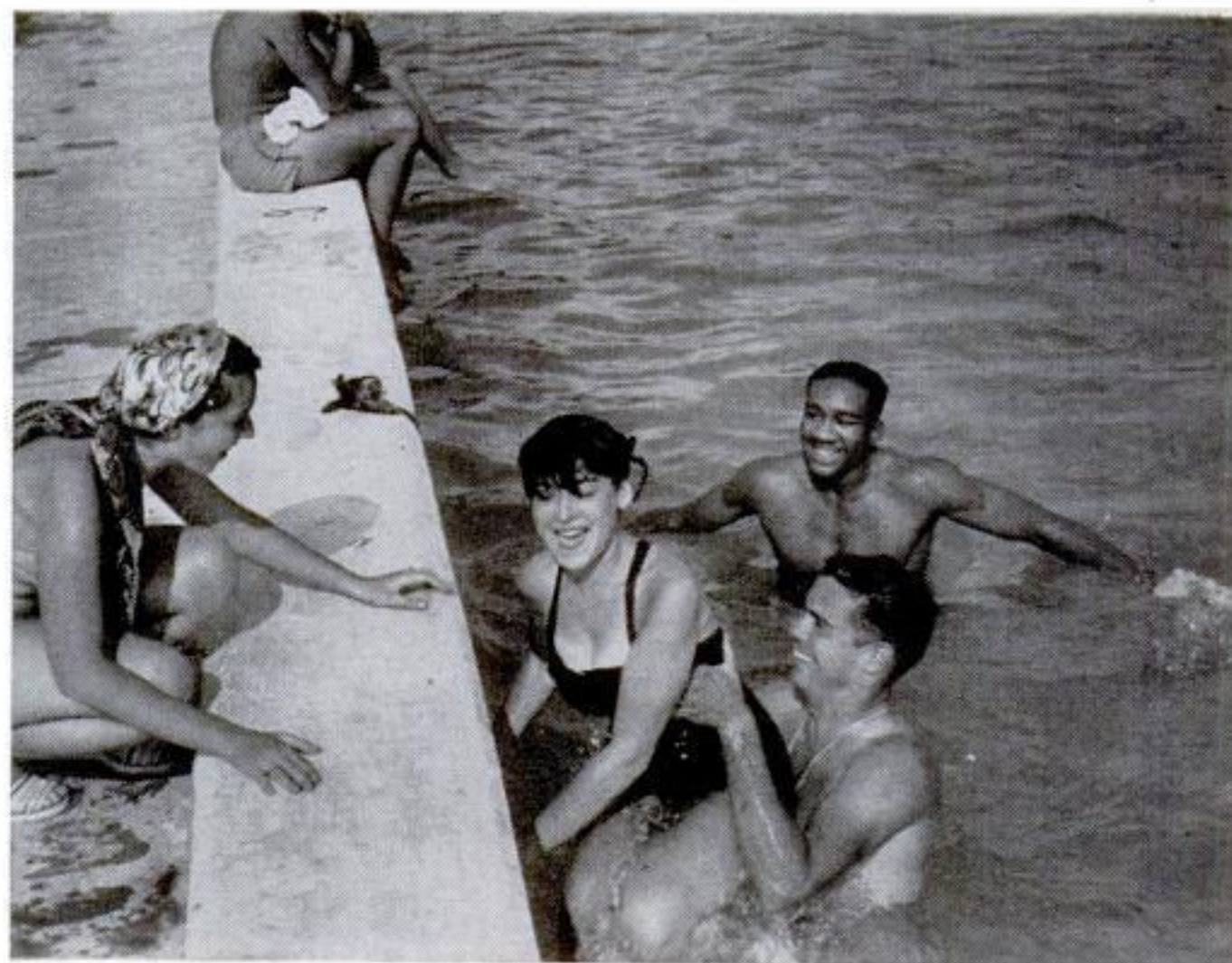
- ☆ QUALITY
- ☆ SMOOTHNESS
- ☆ TASTE
- ☆ MIXABILITY

*FIRST GIN DISTILLED IN AMERICA • DISTILLED FROM AMERICAN GRAIN • 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

Basketball CONTINUED



SWIMMING INSTRUCTOR Paul Unruh, all-American center at Bradley University in 1949-50, watches pupil practice his kick in the Ambassador pool.



LIFEGUARD Jack Kiley of Syracuse rescues a wet guest at Klein's Hillside after he and C.C.N.Y.'s Ed Warner (behind Kiley in pool) had pulled her in.



BOATMASTER at Grossinger's is Bob Zawoluk, St. John's center. A part of Zawoluk's waterfront job is operating phonograph in refreshment shack.

CONTINUED ON PAGE 67



**GREEN
GIANT**
BRAND
GREAT BIG
TENDER
SWEET PEAS

**NEW
PACK!**

The sweetest song we've ever sung: The 1950 Pack of Green Giant Brand Peas is In! Tender, thin-skinned darlin's with special flavor farmed right into 'em. Snatched from the pod at their one fleeting moment of perfect flavor. Brought to you with the dewy, vine-fresh flavor still clinging to them. Grab yourself a basketful today!

Green Giant Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario.

"GREEN GIANT" BRAND REG. U. S. PAT. OFF. © GGCO.

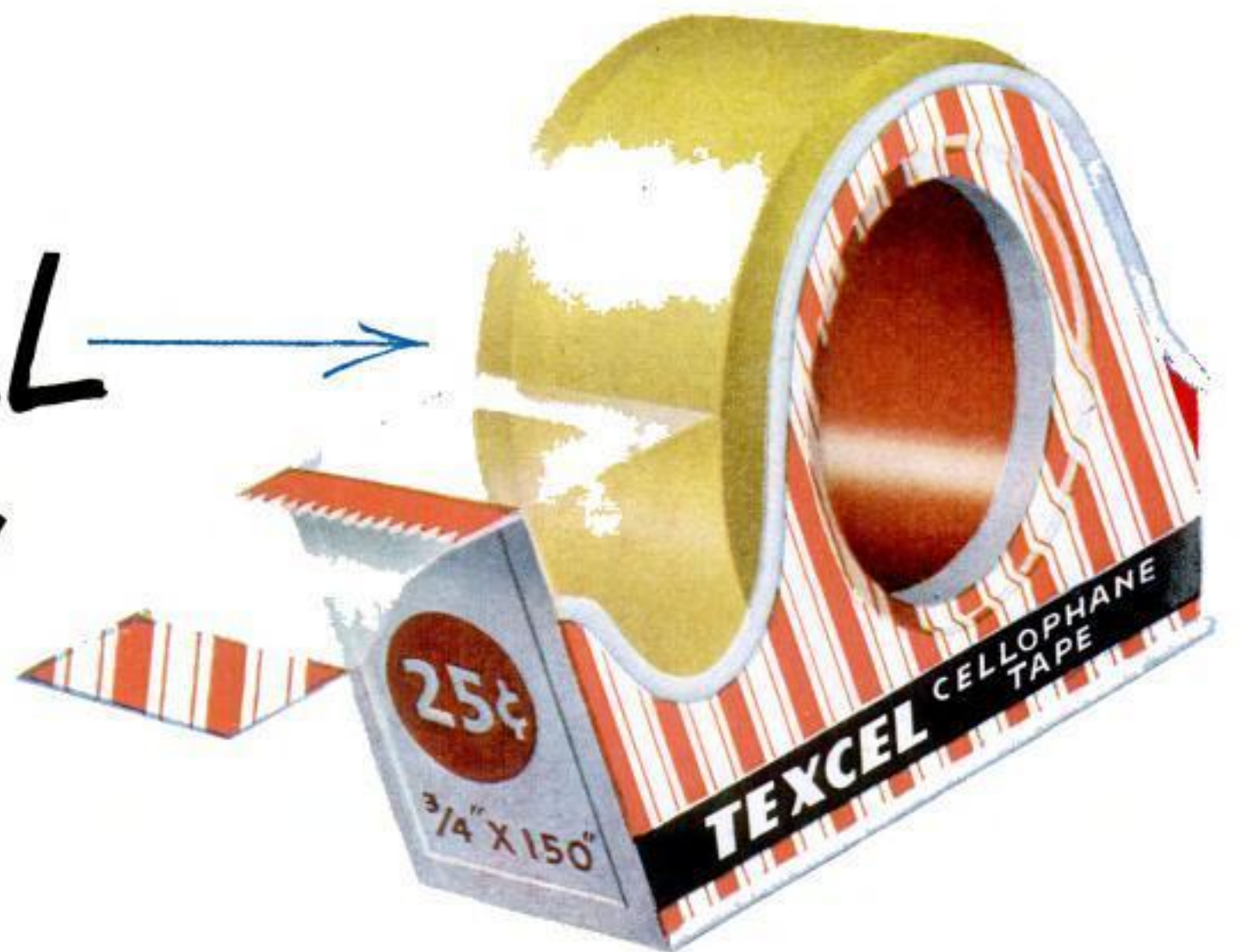
best rule for Back to School!



an Apple
for
Teacher



And
TEXCEL
for you



Texcel's mighty good at schoolwork - for making bookcovers,
mending torn pages, and 1001 other things, too!

® **TEXCEL** *CELLOPHANE* **TAPE**

© INDUSTRIAL TAPE CORPORATION • NEW BRUNSWICK, N. J.



BELLHOPPING for an arriving guest at Kutsher's is Bill Polger of Georgetown University. Hopping bells is one of the preferred jobs because tips are good.



SWEEPING FLOOR in dining room at Tamarack is Waiter Jack McMahon of St. John's. Waiting on table is borscht belt's toughest job but pay is good.

CONTINUED ON NEXT PAGE



Soft as a mattress



just as restful



AIR-O-MAGIC
"the footwear men favor"



Slip into Air-O-Magics and put your feet on easy street! That air-conditioned, mattress-soft patented insole cushions shocks, keeps you foot-fresh right through the day. Air-O-Magics are styled right from last to leather. And priced right to make a dollar do the work of two. Try a pair of Air-O-Magics today. **\$8.95 to \$10.95** You won't want to take them off!

AIR-O-MAGIC MEN'S SHOE DIVISION
THE H. C. GODMAN COMPANY, Columbus 16, Ohio

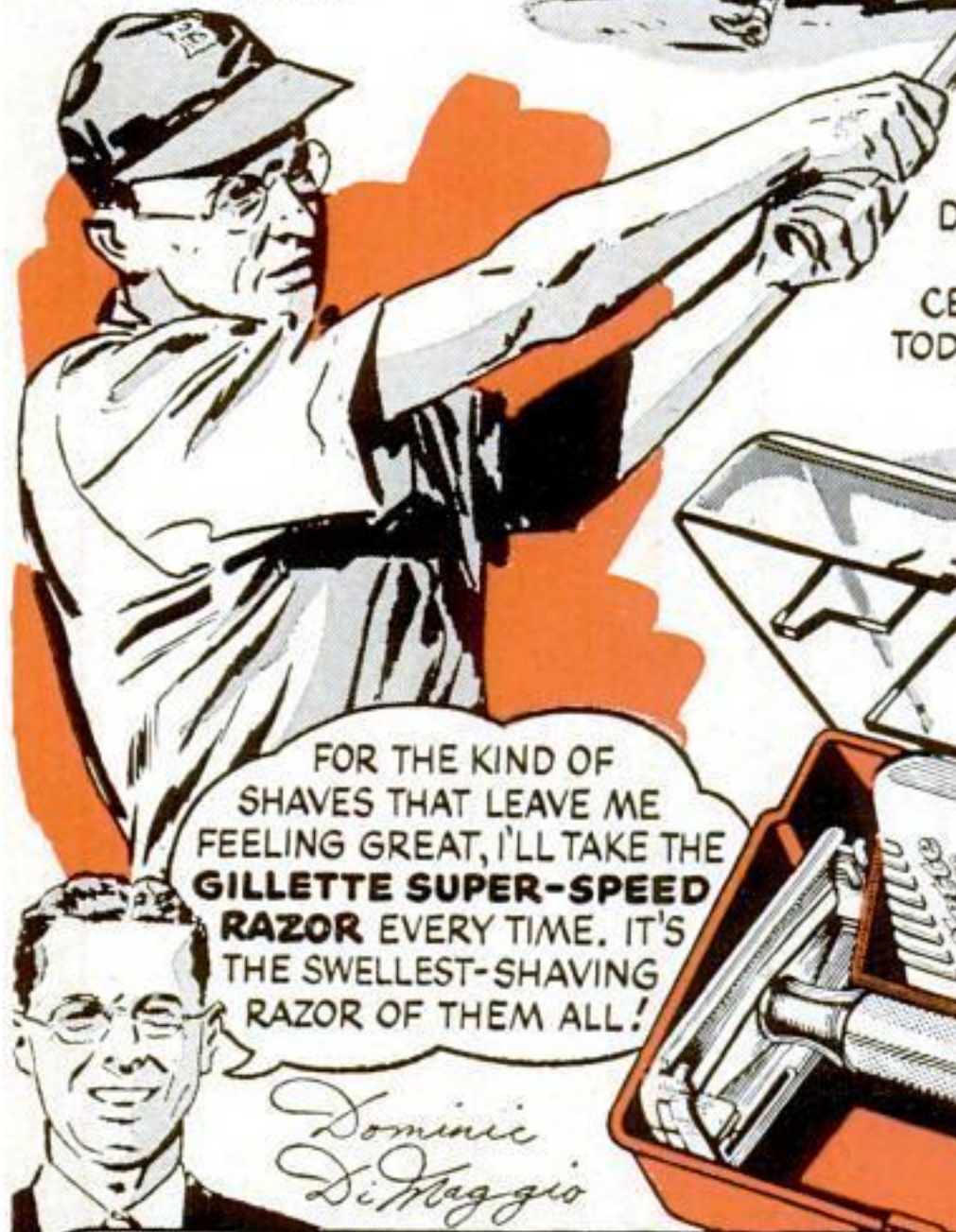
CAVALCADE OF SPORTS

... Dom DiMaggio

BECAUSE HE WEARS GLASSES, MANY EXPERTS FORESAW A SHORT BIG LEAGUE CAREER FOR "THE LITTLE PROFESSOR," BUT FOR TEN YEARS HE'S HELD HIS OWN AS HALF OF BASEBALL'S MOST FAMOUS "BROTHER TEAM."

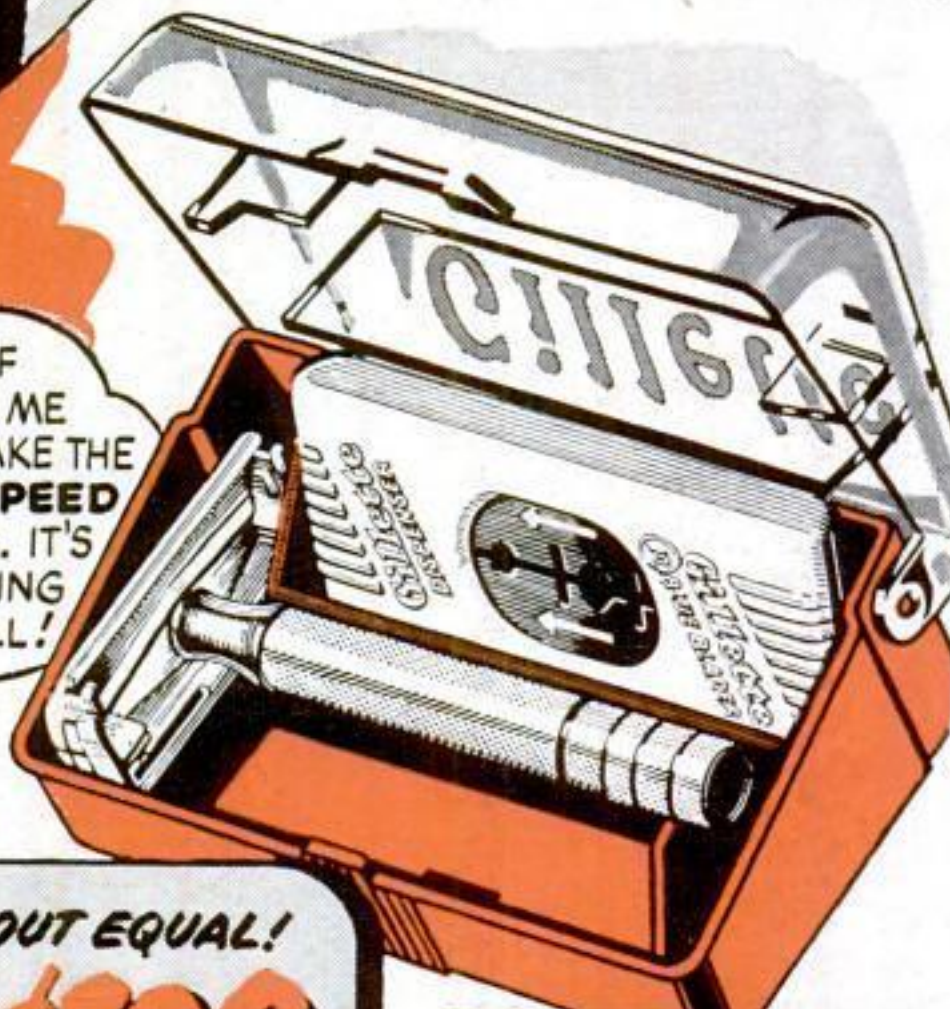


CONSISTENTLY A FRONT-RANK PERFORMER IN ALL DEPARTMENTS, DOM DIMAGGIO IS ONE OF THE GREATEST CENTER FIELDS IN BASEBALL TODAY AND A SPLENDID EXAMPLE TO EVERY AMERICAN YOUTH!



FOR THE KIND OF SHAVES THAT LEAVE ME FEELING GREAT, I'LL TAKE THE GILLETTE SUPER-SPEED RAZOR EVERY TIME. IT'S THE SWELLEST-SHAVING RAZOR OF THEM ALL!

Dominic DiMaggio



SHAVING VALUE WITHOUT EQUAL!

Gillette \$1.00
SUPER-SPEED
RAZOR

\$1.75
VALUE

WITH 10-BLADE DISPENSER IN
NEW STYRENE TRAVEL CASE

GET ACQUAINTED WITH THE ULTRAMODERN RAZOR THAT'S MADE SHAVING QUICKER AND EASIER FOR MILLIONS OF MEN... THE SENSATIONAL **GILLETTE SUPER-SPEED!** ENJOY INSTANT BLADE CHANGING, REAL SHAVING COMFORT AND DOUBLE-EDGE ECONOMY... BENEFITS NO OTHER MAKE OF RAZOR CAN MATCH!

Twist... It's open!



Zip... It's loaded!



NOW

20 Gillette Blue Blades
In Handy Dispenser With
Used-Blade Compartment

● For extra convenience buy easy-shaving Gillette Blue Blades in Gillette's improved Dispenser. You zip out new blades ready for use and dispose of old ones quickly and safely, as shown at right.



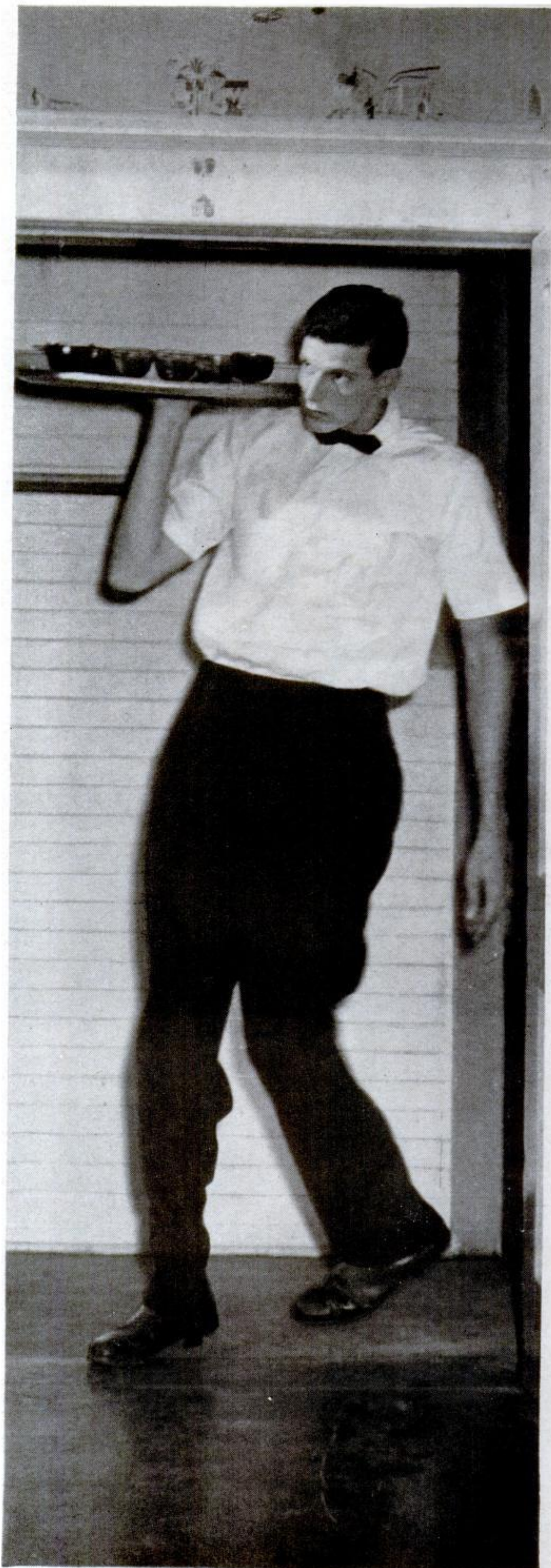
20 Blades—
40 Shaving
Edges

98¢

**ZIP! OUT COMES
NEW BLADE,
IN GOES USED BLADE**

look sharp! feel sharp! be sharp! use Gillette Blue Blades
WITH THE SHARPEST EDGES EVER HONED
Copyright, 1950, by Gillette Safety Razor Co.

Basketball CONTINUED



LOW BRIDGE is ducked by Kentucky's Bill Spivey, whose 7-foot ¼-inch frame is so large that Brickman's cannot outfit him with a waiter's jacket.



What makes it tick?

WHEN you listen to your watch, it speaks to you not only of the passing of the seconds but of the skills of all the men whose efforts have gone into its perfection.

To a watchmaker, your watch is like a living thing. For his world is as tiny as the watch he is working on—and as large as the history of recorded time.

Your watch ticks 432,000 times a day—every time the lever jewels strike the escape wheel. It's the constancy of this heartbeat that determines the accuracy of your watch, that

makes the big difference between a fine Swiss watch and an ordinary watch. For a fine Swiss watch is painstakingly hand-crafted—from the balance wheel that travels 3600 miles a year to the tiniest screw, no bigger than this period →.

Whether you're buying a new watch, or having a watch serviced, your jeweler will show you what Swiss craftsmanship means to you in beauty, accuracy, value—and in the ease and economy of repair. No wonder 7 out of 10 jewelers wear fine Swiss watches themselves!

For the gifts you'll give with pride

The WATCHMAKERS



let your jeweler be your guide

OF SWITZERLAND

It's Watch Inspection Time, September 7-16.

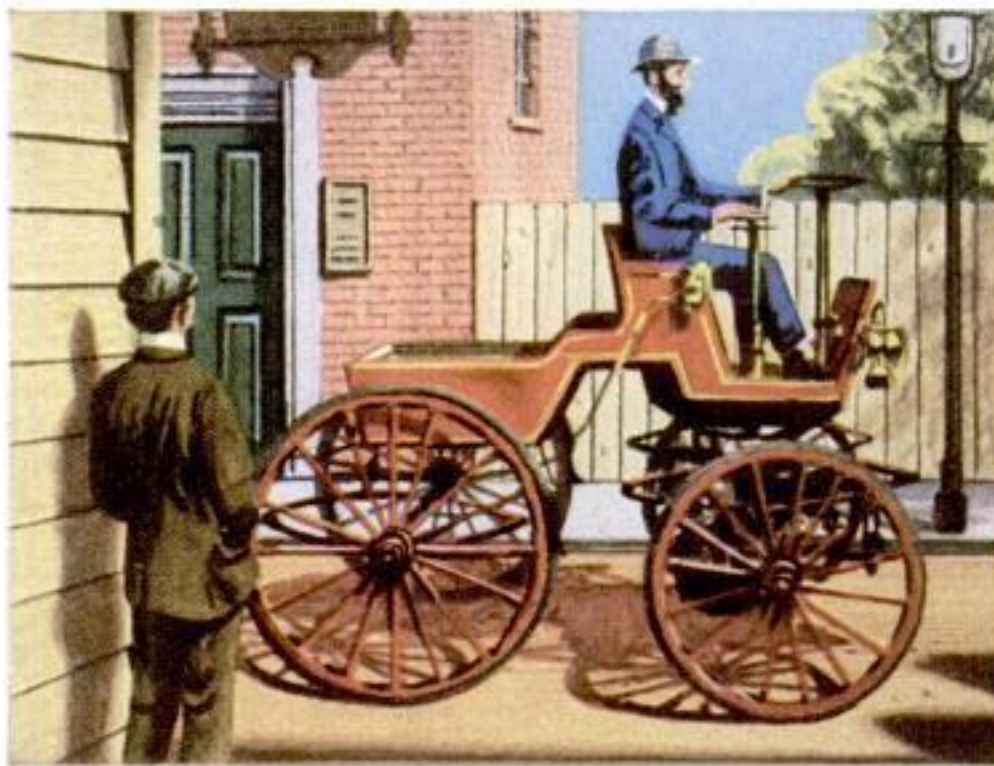
©1950 Swiss Federation of Watch Manufacturers



FIRST, FOREMOST

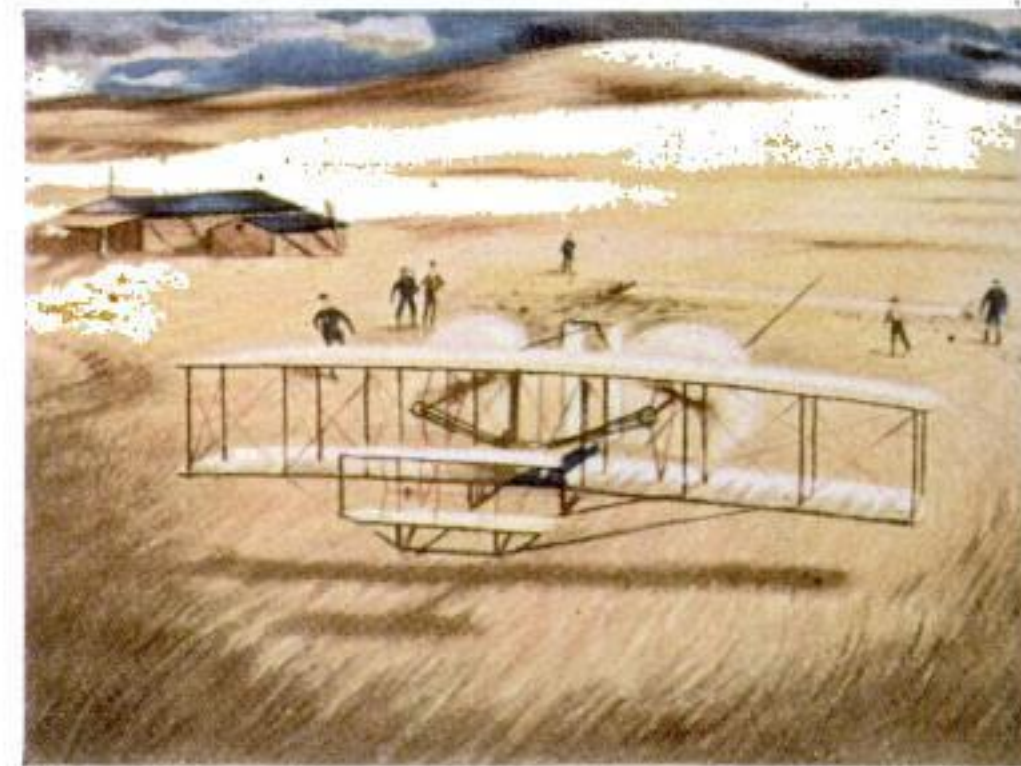
**NO OTHER MOTOR OIL
CAN MATCH
THIS RECORD**

*Here Are Just a Few Mobiloil
Firsts During Last 73 Years*



GEORGE SELDEN First Successful Car Engine, 1877

Correct lubrication for his engine was a major problem. The makers of Mobiloil studied it—developed first successful motor oil for automobiles!



WRIGHT BROTHERS First Successful Plane Flight, 1903

At Kitty Hawk—and on other pioneer flights—the Wright Brothers protected their engines with oil made by the makers of famous Mobiloil!



LINDBERGH First Solo Flight Across Atlantic, 1927

Flew 3600 miles, from New York to Paris, non-stop! Engine functioned perfectly during entire flight—thanks to the protection provided by Mobiloil!



AMELIA EARHART First Woman to Fly Atlantic, 1928

Also first woman to fly Atlantic *solo*—Newfoundland to Ireland, 1932. On these and other historic flights, her planes were Mobiloil-lubricated!



SIR HUBERT WILKINS First Antarctic Flight, 1928

Returned with much new information about South Pole area. Named newly discovered body of water "Mobiloil Bay" in tribute to engine oil he used!



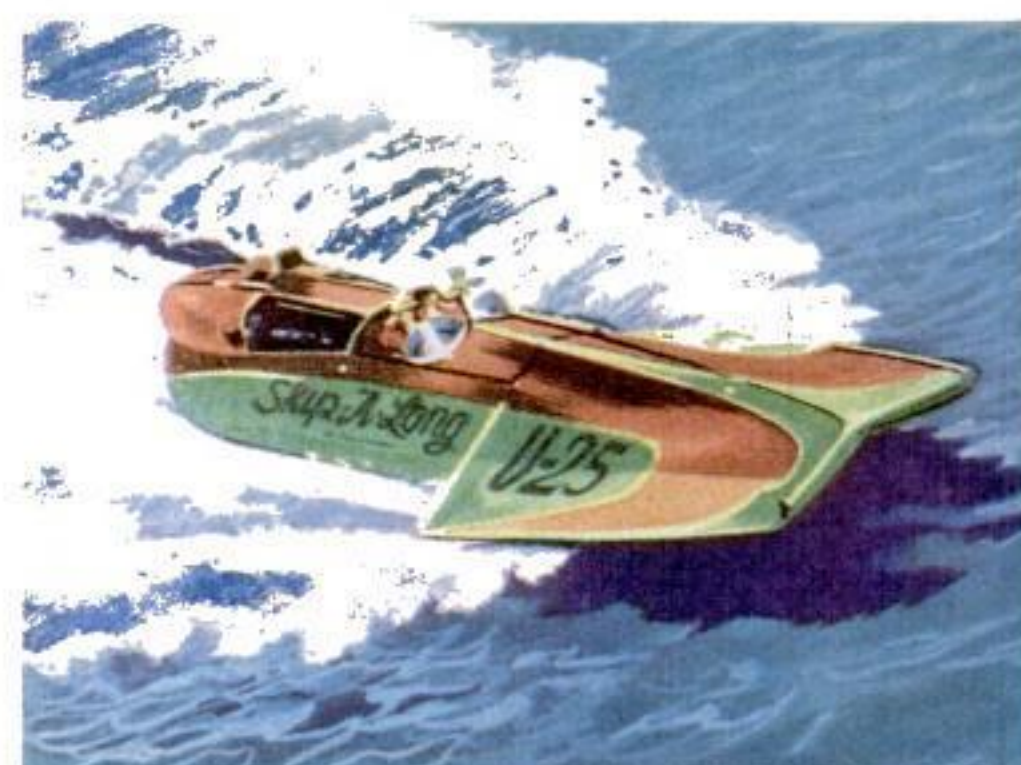
MAURI ROSE 3-Time Speedway Winner

Won the grueling 500-mile Indianapolis Speedway Race in 1941, 1947, 1948! After 1948 race, Rose said, "Engine performed perfectly with extra protection of Mobiloil."



AL ROGERS Pikes Peak Winner, 1949

Victor in the world's toughest mountain race, Rogers was followed across finish line by Louis Unser and Charlie Bryant—all Mobiloil users!



STANLEY DOLLAR Speed Boat Record Holder

Scored a smashing victory in the 1949 Harmsworth Trophy Race with a record 94.285 m.p.h. average. Once again, Mobiloil rode with the winner!

**WHY ACCEPT ANYTHING LESS—
INSIST ON THE BEST!**

Mo

AND LARGEST SELLER!



BARNEY OLDFIELD Dean of American Auto Racers

Set many original world speed records, including a sizzling 131.72 m.p.h. back in 1910! To assure full engine power he consistently used Mobiloil!



RALPH DE PALMA Indianapolis Winner, 1915

Holder of countless speed marks. Set records for 500 and 1000 kilometers and 800 miles during 7-hour run at Lake Muroc, Calif., with heat at 120°F!



ADMIRAL BYRD First Flight Over North Pole, 1926

Famous Naval aviator-explorer made many pioneer flights over Arctic and Antarctic regions. Discovered and charted large areas around both poles!



KINGSFORD-SMITH First Westward Global Flight, 1928

During course of this flight, he set two other aviation firsts—first to fly across Pacific; first one-stop flight westward across Atlantic!



WILEY POST First to Circle Globe Solo, 1933

This famous aerial globe-trotter flew around the world twice—the second time alone. Time for his solo flight—under 8 days—established new mark!



JOHN COBB World Auto Speed Record, 1947

In cracking record for measured mile—394.196 m.p.h.—Cobb actually reached speed of 403.135 m.p.h.—fastest ever traveled by man on land!



JOE DE BONA Bendix Trophy Winner, 1949

Streaked 2010 miles, from California to Cleveland, averaging 470.136 m.p.h. for a new Bendix Trophy mark—a grand tribute to pilot, plane—and Mobiloil!



BILL HOLLAND Indianapolis Record Holder

Averaged 121.327 m.p.h. for 500 scorching miles in the 1949 auto racing classic to set new Indianapolis speed record. Another win for Mobiloil!

biloil

AT THE SIGN OF
FRIENDLY SERVICE!



DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. WILLIAM F. TALBERT, attractive young socialite, at the West Side Tennis Club, Forest Hills. Discriminating in her choice of cigarettes, Mrs. Talbert says: "Herbert Tareyton is unequalled for mildness and good taste."

Discriminating people prefer Herbert Tareyton because they pay no more for this better cigarette. They appreciate the kind of smoking that only a genuine cork tip can give . . . the cork tip doesn't stick to the lips, it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.

T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copyr., The American Tobacco Company



IN NOVEMBER it can be worn as belted flannel dress (B. H. Wragge, \$45). Buttons are rhinestone.

Dress or Coat?

IT ALL DEPENDS ON
WHIM OR WEATHER

Before she goes out this fall, the American woman may ask herself not what to wear but how to wear it. One of the biggest fashion successes of the fall season promises to be the convertible coat-dress. An unlined sack coat that buttons down the front, it differs from previous coat-dress styles in being unfitted. Worn as a coat in warm early autumn, it hangs straight and untethered (*left*) over a second slim dress. When the weather becomes cooler, it is cinched in tight at the middle with a belt (*above*) and becomes a tailored shirtwaist dress worn under furs or a heavy coat. In in-between weather the wearer can do as she pleases. As a switch on this, some coatmakers are turning out lined coats cut with so little bulk at the waist that they can substitute for dresses in October and be put on over them later in the season (p. 76).

← IN OCTOBER it can be worn as slim coat with mink scarf. (Annis Furs, \$30), long gloves (Crescendoe, \$5).

CONTINUED ON NEXT PAGE 73

Amazing Shampoo Guaranteed Not to Rob Hair of Natural Oils

Shasta gets out beauty-robbing film and
stale surface oils—Leaves in glamour-giving natural oils



IF YOUR HAIR IS



DULL-LIFELESS



DRY-BRITTLE



HARD-TO-MANAGE OR SET

See how lovely it can be after a Shasta Shampoo



PROCTER & GAMBLE'S GUARANTEE

Shasta does not rob hair of its natural oils. Leaves hair looking its loveliest. Procter & Gamble guarantees this or your money back.

Nature provides its own natural oils to make hair naturally soft, shiny, healthy. Without these natural oils, hair may become dry, lifeless and brittle. New, improved Shasta is the amazing shampoo *guaranteed* not to rob hair of these precious oils nature provides to make hair naturally soft, shiny, healthy.

Even dull, dry, unruly hair looks unbelievably softer, shinier, more beautifully groomed, under Shasta's magic-like touch. So, to see your hair looking its loveliest, get new, improved Shasta today. Remember, Shasta doesn't rob hair of its natural oils.

NEW, IMPROVED

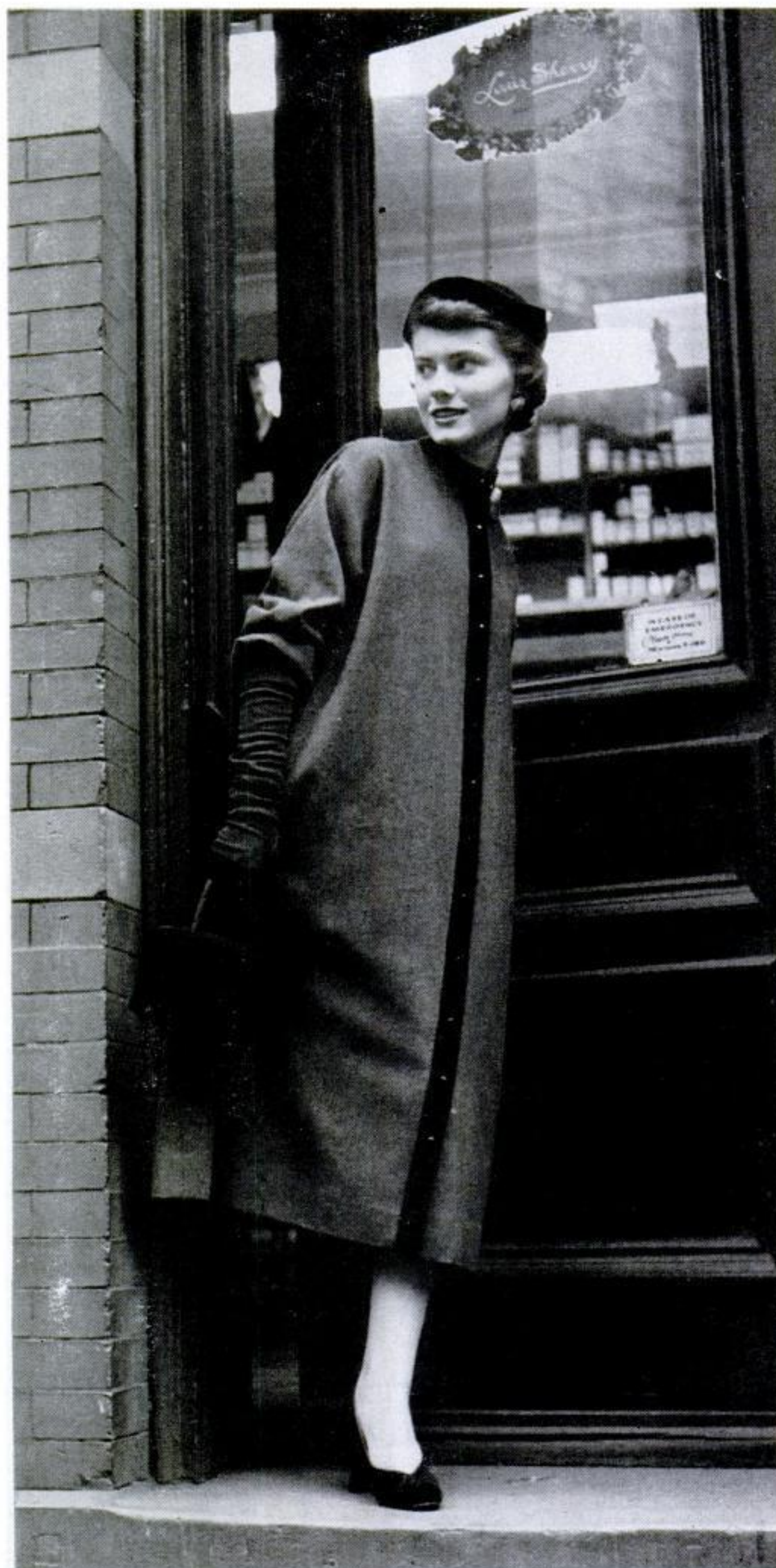
SHASTA beauty cream SHAMPOO

Doesn't Rob Hair of Natural Oils

DRESS OR COAT? CONTINUED



AS A DRESS, sack coat is pulled in at waist by tubular belt (Judy 'n Jill, \$20). It has knit ribbing down front, also comes in plaid wool or velveteen.



AS A COAT, dress shown at top is unbelted, hangs straight from shoulders. It is worn with long crushed gloves and a velvet Spanish bicorne (Betmar, \$6).

CONTINUED ON PAGE 76

The Stars of
"The 3rd Man"
*in a NEW
exciting adventure!*

She surrendered herself to him
...and then his dark past rolled in
like a black fog!

JOSEPH
COTTEN *and* VALLI
in
WALK SOFTLY, STRANGER

with **SPRING BYINGTON • PAUL STEWART • A DORE SCHARY Presentation**
Produced by ROBERT SPARKS • Directed by ROBERT STEVENSON • Screen Play by FRANK FENTON

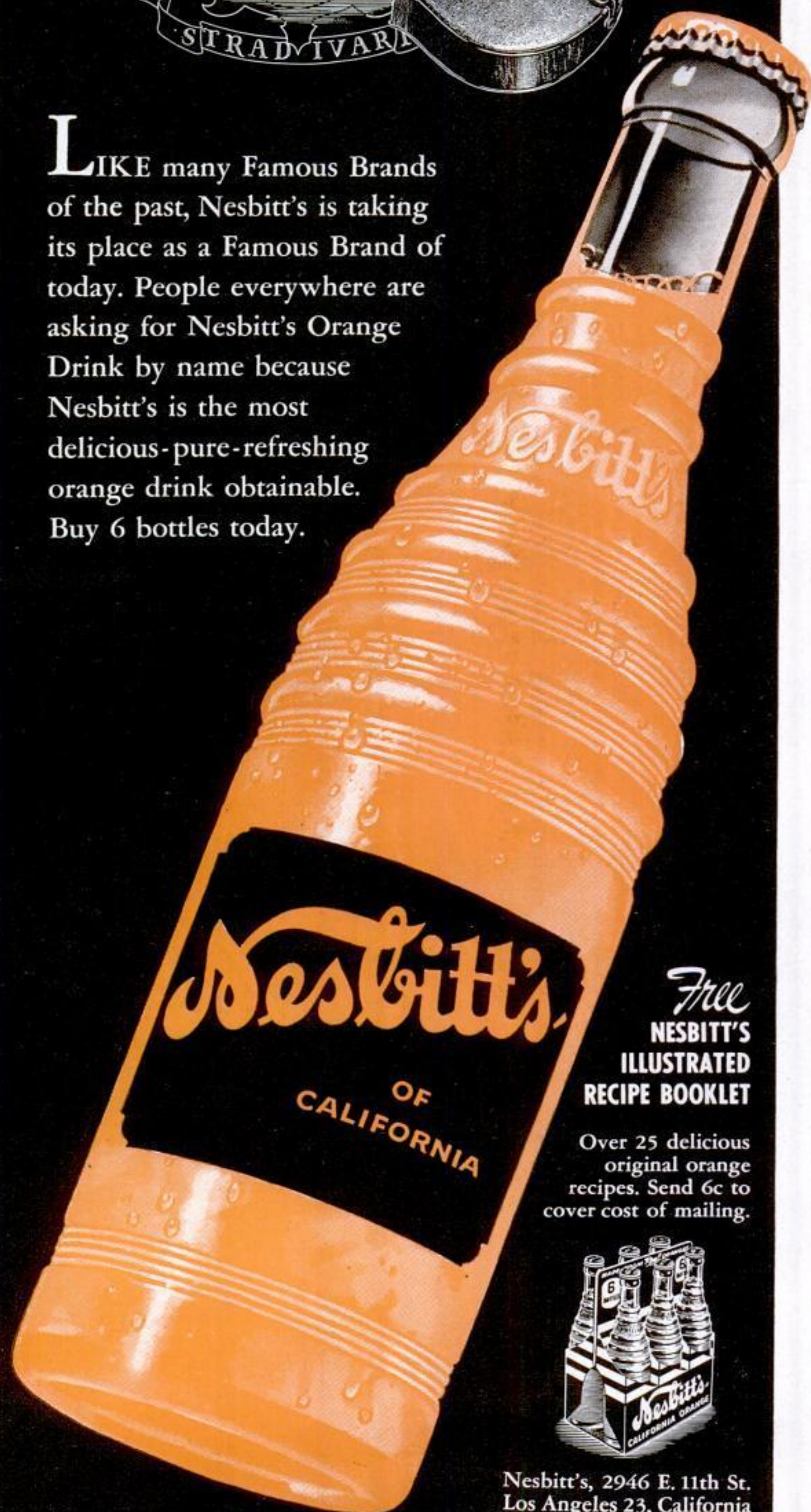


Famous Brands



Greatest violins ever created
were made by Stradivarius
1700 to 1730.

LIKE many Famous Brands of the past, Nesbitt's is taking its place as a Famous Brand of today. People everywhere are asking for Nesbitt's Orange Drink by name because Nesbitt's is the most delicious-pure-refreshing orange drink obtainable. Buy 6 bottles today.



Free
NESBITT'S
ILLUSTRATED
RECIPE BOOKLET

Over 25 delicious
original orange
recipes. Send 6c to
cover cost of mailing.



Nesbitt's, 2946 E. 11th St.
Los Angeles 23, California

A SOFT DRINK
MADE FROM *Real* ORANGES

DRESS OR COAT? CONTINUED



REAL COAT is plaid wool with lining (Judy 'n Jill, \$70). When worn in place of a dress, wearer should avoid overheated rooms. Stocking cap (Betmar) is \$8.

Nitey Nite sleepers are soft as fur because a fine quality of long staple cotton is carefully selected for their fabric.



The cotton is spun into strong yarn of controlled quality. After being tested for tensile strength it is knit into cloth.



Every inch of fabric is scrutinized for "twits" and other flaws. After inspection the perfect fabric is cut into sleepers.



The texture of the cloth is "furred" to make it soft. Even after many washings Nitey Nite fabric remains soft as fur.



Smooth seams are nine-thread sewn and reinforced at points of strain. Gripper fasteners are applied for easy closings.



thread for thread... dollar for dollar...

Nitey Nite sleepers

are 10 ways better



Young America delights in the bright songbird colors of their gay NITEY NITES and the fur-soft touch of the pure cotton fabric. Mothers know that these sleepers are both pretty and practical. The knowledge gained by consultations with pediatricians...repeated laundering and wearing tests...guides their making. From cotton-bale to shipping-box every step in their manufacture is watched, checked, controlled. Only NITEY NITE sleepers have all of these 10 important advantages:

- ★ healthful, absorbent, pure cotton fabric.
- ★ every important seam is nine-thread sewn.
- ★ every point of strain is reinforced.
- ★ full-cut seat and "I-help-myself" closings.
- ★ comfortable neckline assures needed chest protection.
- ★ warm sweater-cuff gives 4-inch adjustable sleeve-length.
- ★ exclusive "bootie" foot, double sole for warmth, wear.
- ★ Gripper fasteners end button problems.
- ★ easy to wash—hold shape and fit—every color is sudfast.
- ★ generous sizes in a choice of seven songbird colors: Canary, Bluebird, Flamingo, Parrakeet, Hummingbird, Tanager, Robin.

NITEY NITE SLEEPERS are weather-conditioned in Arctic and Medium weights. ARCTIC NITEY NITE—one-piece style; sizes 4-8. ARCTIC and MEDIUM NITEY NITE, two-piece style; sizes 0-4. Also three-piece sets, NITEY NITE PAJAMA, ski-style without feet; sizes 4-8; 10-16. NITEY NITE JUNIOR, a cuddly take-to-bed doll.

ask for

nitey nite
REG. U.S. PAT. OFF.

sleepers at your favorite

department store or children's shop

NITEY NITE SLEEPERS MADE BY GLENDALE KNITTING CORPORATION • PERRY, N.Y.



Never Before a **TWO OVEN** electric for so little money

SUPERSPEED
TOP UNITS



BUILT-IN
TOP LAMP



2 BIG 17 IN. OVENS **2** WAIST-HIGH BROILERS

EASY-TO-CLEAN
ONE-PIECE TOP

New Cooking Luxury will be yours with this automatic Two-Oven Kalamazoo!

Imagine baking pies and roasting a giant 25-lb. turkey at the same time. Think of cooking the biggest meals—and having everything ready at the right time!

And think of setting a magic clock that starts cooking, and stops cooking—while you're shopping, sewing, visiting!

Here is the most beautiful, easy-to-clean, cooking marvel in America—and it costs \$35 to \$50 less than comparable ranges. See it at your Kalamazoo Dealer's Store or write for name of nearest dealer.



AMERICA'S OUTSTANDING GAS RANGE

A delight to the eye—and a cooking gem! Giant 18-inch wide Thermagic Oven has glass oven window, non-tilt racks. 40-inch wide one-piece top with built-in fluorescent top light, cooking timer, and utility outlet.

Smokeless Flame-Ray Broiler, Multi-flame Burners, two roomy storage drawers and dozens of other wonderful features—all for \$25 to \$50 less than other deluxe ranges!



Combination Ranges,
Washing Machines,
and Refrigerators.



HOME APPLIANCES

KALAMAZOO

HEATING EQUIPMENT

For dealership information, write The Kalamazoo Stove & Furnace Co., 564 Rochester Avenue, Kalamazoo, Mich.

and here's the last word in

WARM AIR Conditioning



ENDS FUEL WORRIES



BURNS OIL OR GAS AT TOP EFFICIENCY....

QUICKLY CONVERTIBLE

You'll Enjoy More Comfort than you've ever known—with this amazing convertible Warm Air Conditioner.

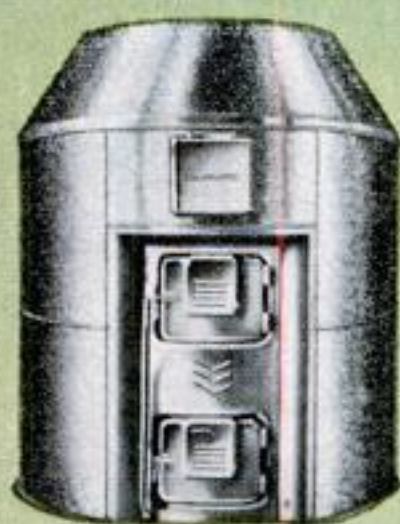
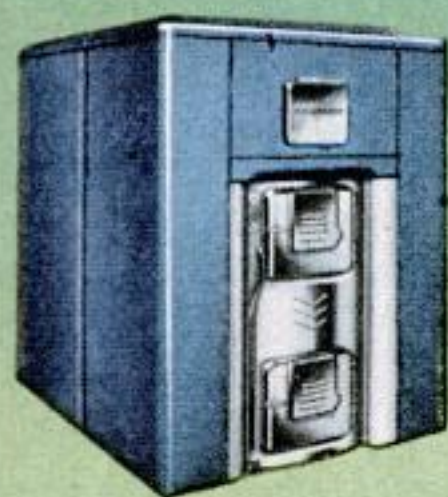
It will fill your home with healthy warm air—humidified, filter-purified, gently circulating.

Completely automatic and engineered to burn oil or gas, it will cut heating bills by extracting maximum heat from either fuel. Choose the fuel which suits your needs now—and convert to the other if the need arises.

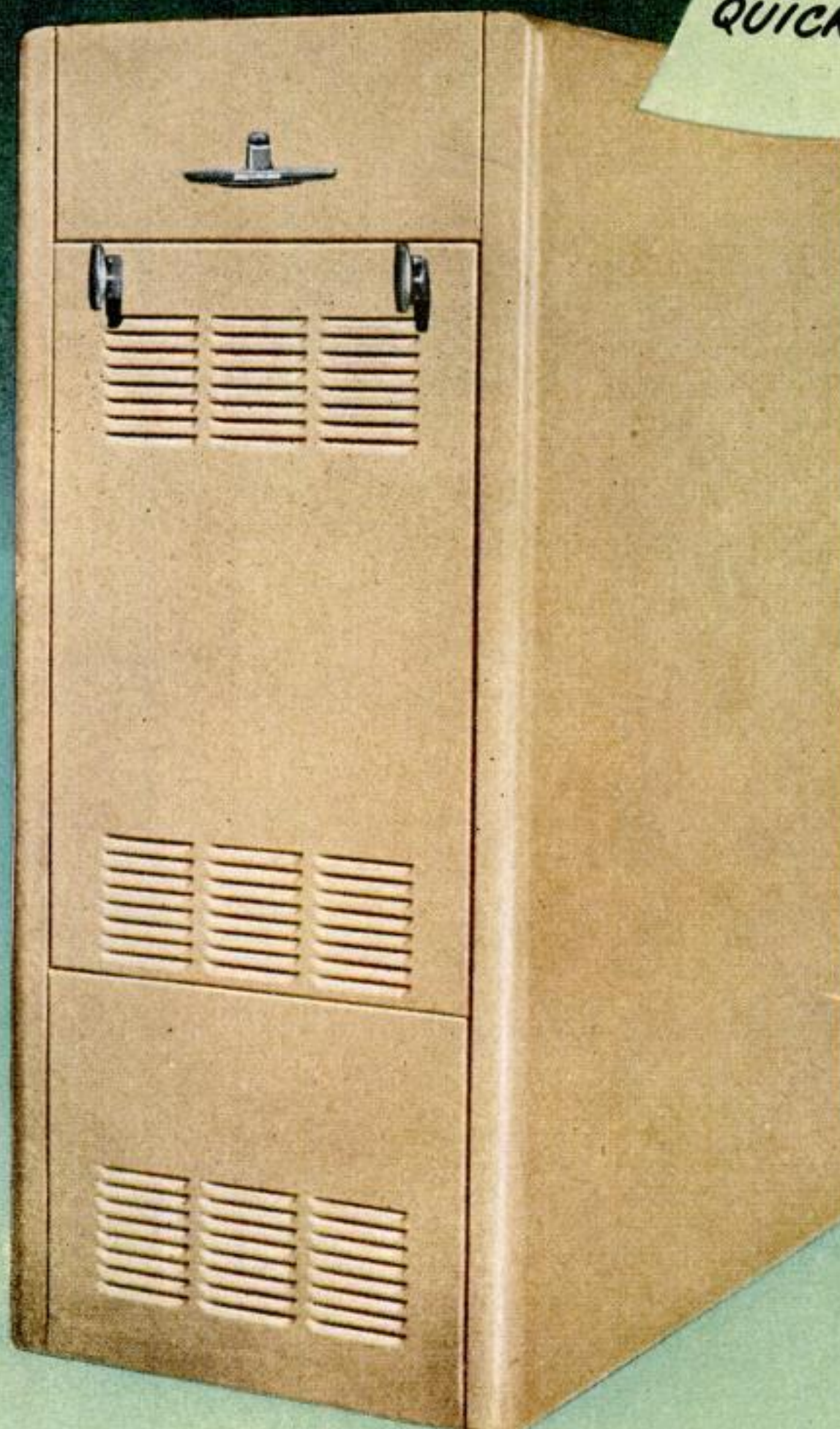
You'll solve *all* your heating problems for many years to come—by calling your Kalamazoo Dealer now!

DELUXE HEATING FOR EVERY NEED

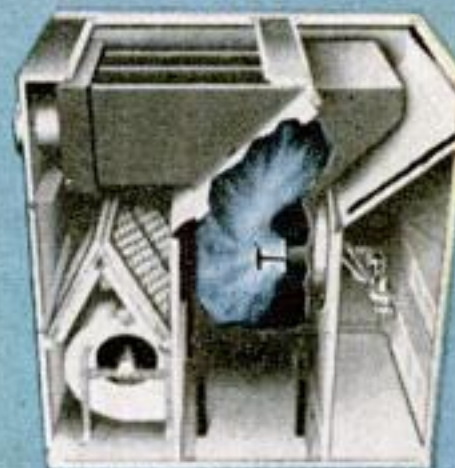
Supersteel Winter Air Conditioner has tremendous area of heating surfaces. With automatic controls, filters, blower, humidifier.



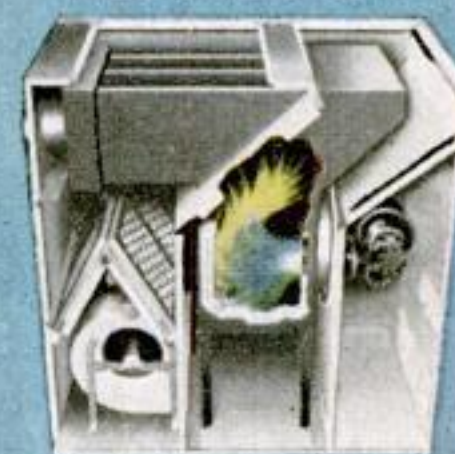
Supersteel Gravity Furnace is today's economy heating leader. It's low in cost and offers trouble-free fuel-saving efficiency.



IT BURNS GAS



IT BURNS OIL



Gas or oil burner mixes air and fuel for top firing efficiency in combustion chamber and heat tubes (upper left). Blower (lower left) pulls air past these tubes for pre-heating and through filter for purifying. Air is then blown around combustion chamber and into home.



HOME APPLIANCES

KALAMAZOO

HEATING EQUIPMENT

For dealership information, write The Kalamazoo Stove & Furnace Company, 564 Rochester Ave., Kalamazoo, Mich.

What is...

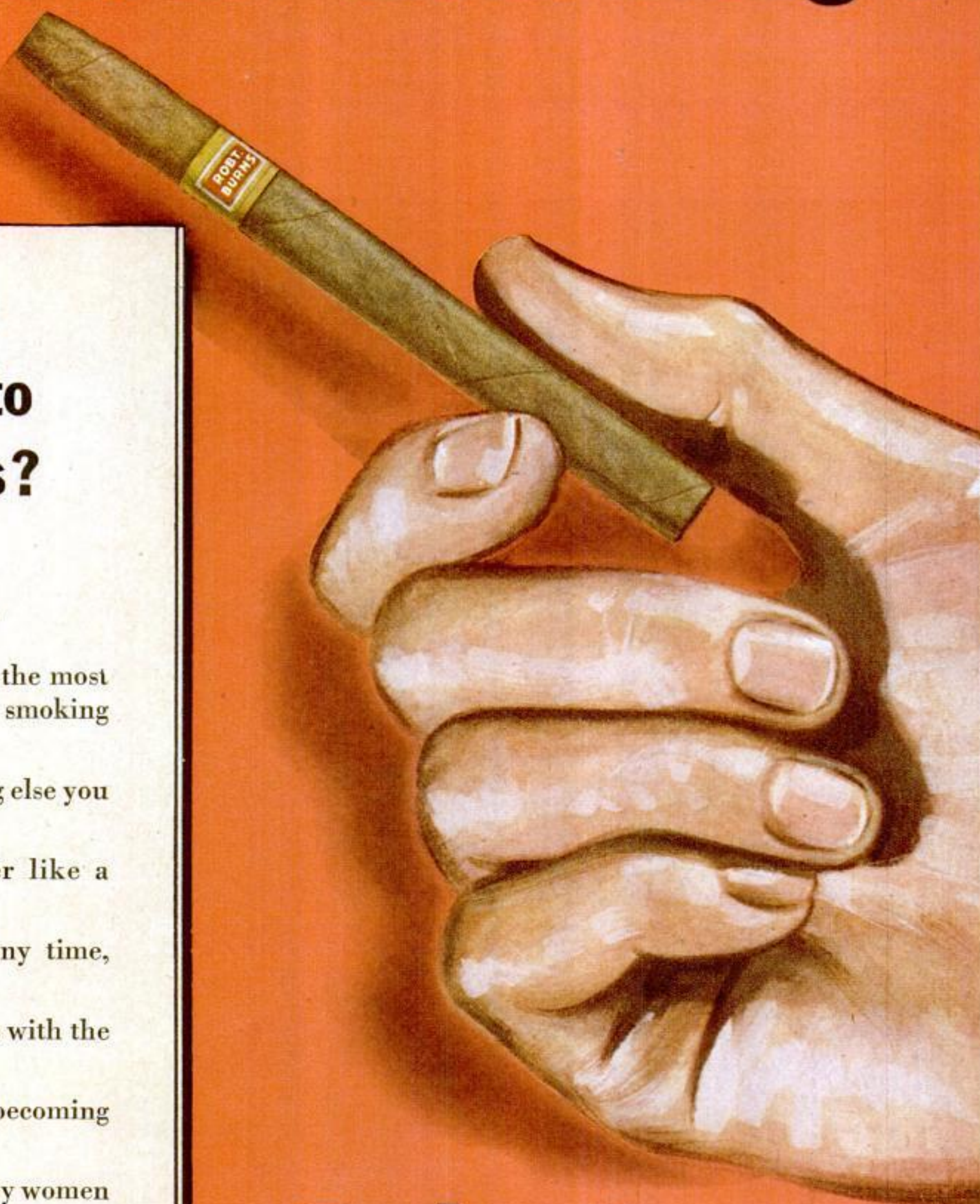
The New Idea in Smoking?

**Why are Thousands
of Smokers Turning to
Robt. Burns Cigarillos?**

THE ANSWER...

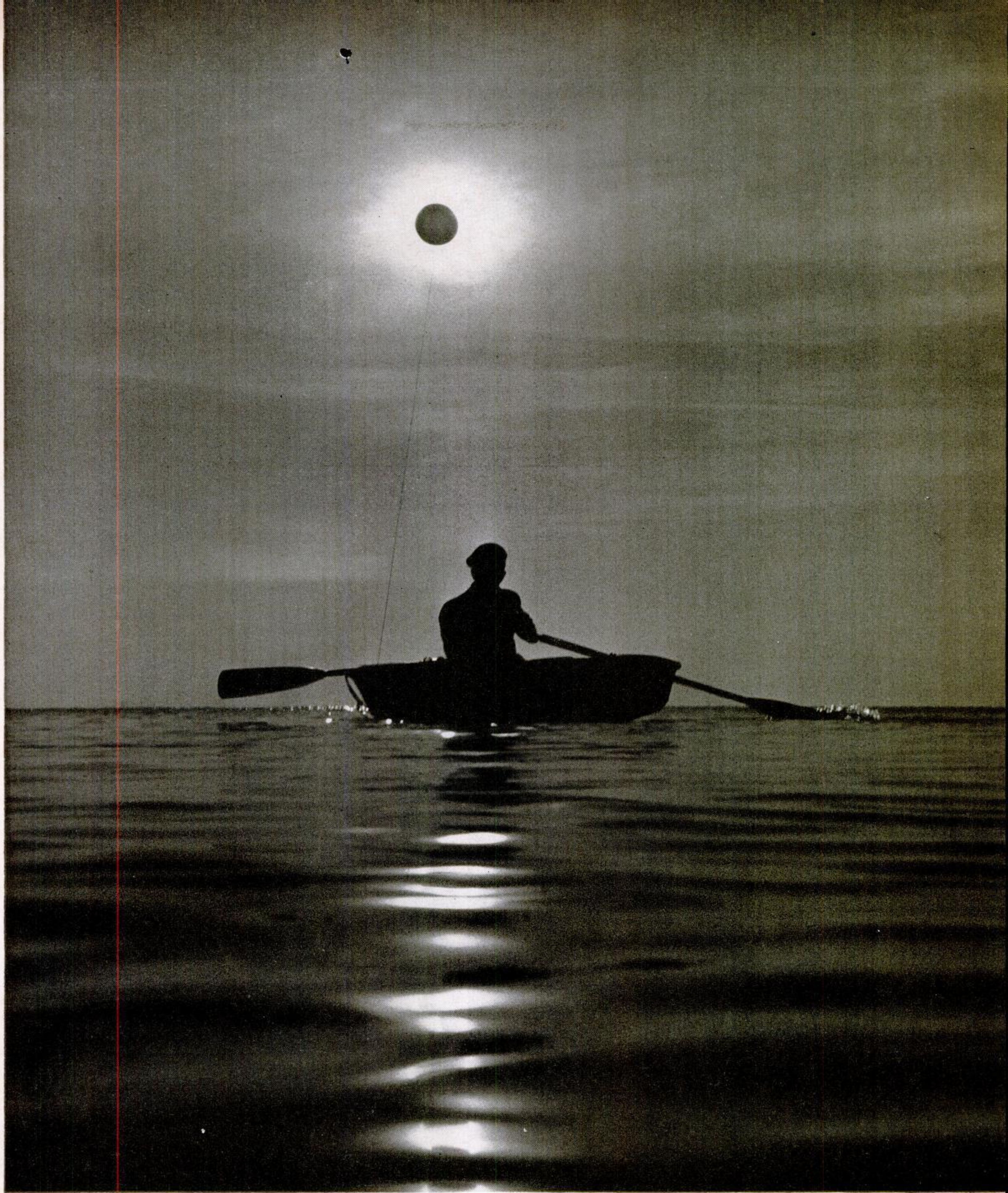
- Reason No. 1...** The Robt. Burns Cigarillo is the most truly *unique* innovation in smoking pleasure in over 50 years.
- Reason No. 2...** It is different, unlike anything else you ever smoked.
- Reason No. 3...** It fits the mouth or holder like a cigarette.
- Reason No. 4...** It is just right anywhere, any time, even when time is limited.
- Reason No. 5...** It combines real tobacco taste with the convenience of the cigarette.
- Reason No. 6...** It has a modern, stylish look becoming to a young face.
- Reason No. 7...** It is a manly smoke, admired by women as well as men.
- Reason No. 8...** It is economical, costing only 5¢ each.
- Reason No. 9...** It is the *perfect mild* smoke.
- Reason No. 10...** It bears the name and reputation of the world famous Robt. Burns brand, which guarantees the quality and fine taste of Robt. Burns Cigarillos.

General Cigar Co., Inc.



Robt. Burns
Cigarillos
5¢ each

At Your Dealer's — Look for the Cigarillo Box and try the Perfect Mild Smoke!



HARRY MARTIN DEMONSTRATES BALLOON ON TWILIT LAKE ST. CLAIR. IT IS VISIBLE 10 TO 100 MILES DEPENDING ON SIZE OF LIGHT BULB, BATTERY STRENGTH

RESCUE BALLOON

NEW DEVICE SUMMONS HELP BY NIGHT OR DAY

Annually some 28 million Americans take to water or woods to fish, hunt or explore. Unknown thousands of them find themselves lost or adrift at some time or other and find it desperately necessary to summon help. Next year, if Detroit's Harry Martin has his way, this experience will be far less desperate. Next month Martin plans to begin marketing an easily inflated, easily hoisted rescue balloon which, red or yellow by day and illuminated by night, unerringly leads rescuers to someone in distress.

CONTINUED ON NEXT PAGE

81



Television treasure...

WHICHEVER handsome 1950 Sparton Town and Country Television model you choose, you'll treasure your Sparton performance, design and *value* for years to come. Below: the Belmar, beautiful table model with 16" screen, rectangular, black picture tube for easier viewing. Finer listening, too, with Sparton's famous tone, "Radio's Richest Voice Since 1926." In lustrous mahogany veneers, \$239.95; blonde, \$244.95. Other low Sparton direct-to-dealer prices start at \$169.95. See your Sparton dealer today.

SPARTON RADIO-TELEVISION, DIVISION OF THE
SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN

MAKERS OF QUALITY AUTOMOTIVE AND ELECTRONIC
EQUIPMENT SINCE 1900



Sparton
Town and Country
TELEVISION

RADIO'S RICHEST VOICE SINCE 1926

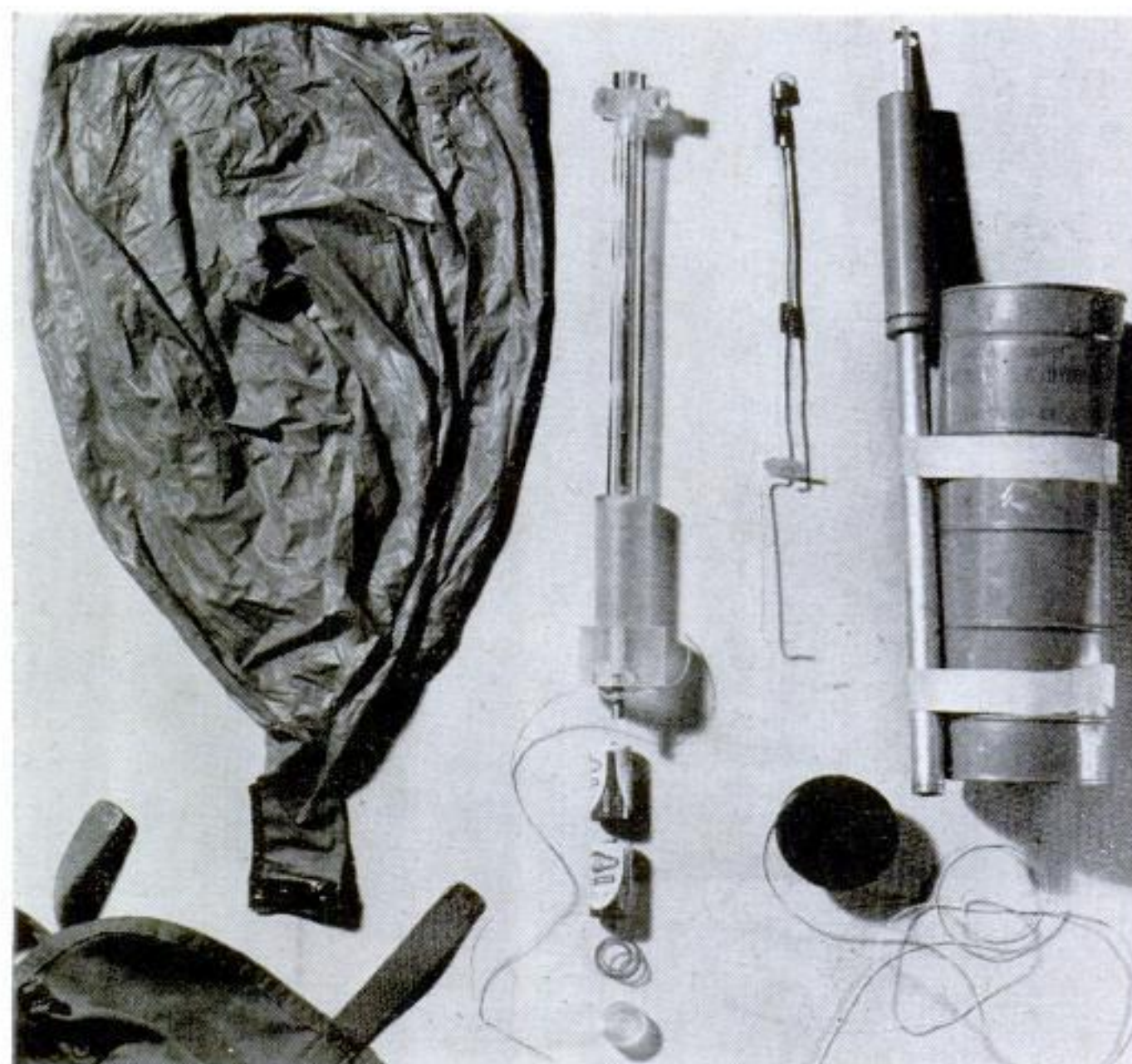
Rescue Balloon CONTINUED



HYDROGEN GENERATOR, which is standard equipment, is a tube of lithium hydride which, when immersed in water, forms hydrogen, inflates balloon.

IT WAS BORN OF A NEAR-TRAGEDY

During World War II Harry Martin's airplane parts factory in Detroit was so overloaded with war orders, and so understaffed, that he worked himself into a breakdown during which he permanently lost his voice. For months Martin brooded over his affliction, sometimes wondering how, if he had to, he would ever call for help. Then in 1949 his son was lost for 24 hours in the mountains in Arizona. When Harry Martin Jr. found his way into camp, his distraught father swore that he would develop a device to obviate such near-tragedies. The Buoy Balloon, as it is trade-named, is the result. Martin will market it for about \$79.



FULL KIT weighs 10 pounds, consists of (left to right) rubber balloon which is 45 inches in diameter when inflated, a lucite tube and batteries, the tube core with bulb and the hydrogen generator. At lower left is a container for kit; at lower right, a 300-foot ball of thin stout string. The lucite tube inside the balloon is topped by a light bulb which illuminates the balloon from within.



Hepped on no hips! Satin elastic coming and going. Airy Veil of Youth* on the sidelines. Featherlight hipbones to the very top of its high-waisted hug. Pink or white with touches of blue. LeGant #613. Only \$10.95. Pink, black or white nylon taffeta and nylon marquisette bra #2299. \$3.50.



Sakes alive!—\$5.95! Imagine . . . all "Veil of Youth" with a special double front panel for extra tummy tucking. Only 3½ ounces at that. White with blue trim. LeGant #705. (Matching girdle #704). White lace and broadcloth strapless bra #2083. \$2.00.

You don't have to take pains to be pretty, precious!

Be magically comfy in Warner's "Veil of Youth" fabrics . . .

Up to now this weigh-nothing, do-everything elastic was measured out like cloth of gold for only the most expensive girdles.

Now, thanks to production magic, Warner's has

worked a miracle. Put this precious net into dozens of new "slimmers." Priced them to fit the tiniest explain account. Planned many of them to fit you in your very own 3-Way-Sizes. At finer stores.

1. Your Warner's is your length . . . whether you're a short, medium, long or extra long.
2. . . and your hip-size . . . whether you have straight, average or full hips.
3. . . and your control . . . whether you like a little or a lot.

Nifty for \$7.50! Satin elastic fore and aft. "Veil of Youth" and light featherbones hold that hipline. Two-inch elastic top band. Pink or white etched with blue. LeGant #653. White broadcloth bra #2076. \$2.00.



Satin for flattenin'. Two way-One way stretch—unexpectedly \$5.95. Satin elastic front and back, "Veil of Youth" sides. Pink, black or white. LeGant #724. Cup-stitched white satin bra #2227. \$1.50.



Pantie partner. No chance for a hip-slip. Exactly the same as LeGant #724 at left, except that it keeps you even more attractive when you're active. LeGant #725. \$7.50. Pink or white cotton bra #2290. \$1.50.

WARNER'S
3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LE GANT* • A'LURE* • STA-UP-TOP* • "FREE-LIFT"
WARNERETTE*
*Reg. U. S. Pat. Off., The Warner Bros. Co., New York 16, Chicago 6, San Francisco 8



THE ISLANDS OF JAPAN STRETCH FROM KOREA'S SOUTHERN TIP 1,200 MILES ALONG COASTS OF MANCHURIA AND SIBERIA TO RUSSIAN ISLAND OF SAKHALIN

BULWARK IN THE FAR EAST

Japan, after five years of Allied occupation, is strategic marshaling area for U.N. forces under MacArthur

Five years ago this month Japan was still the enemy homeland, a place to be bombed and defeated. Then Japan became an occupied country, a nation to be policed and demilitarized and eventually rehabilitated. Now, in the bloody context of the Korean war, Japan has become a friendly homeland for American planes returning from missions over Korea and a strategic base of incalculable importance in the U.N.'s defense of South Korea.

Spread your right hand on the perspective map above, placing your thumb over the naval base of Sasebo and your little finger on the northern tip of Hokkaido. Korea is only 167 miles away from your thumb; Vladivostok is only 500 miles away from your little finger. Japan inevitably became the place where U.N. forces mobilized under General Douglas MacArthur (*cover*) after the North Korean attack. If it had not been for the transfer of American troops from Japan to Korea, and air support by Japan-based B-29 bombers and jet fighters like those shown on the opposite page, the Communists would have won the war in three weeks.

The Japan of the five-year Allied occupation is pictured in color by Carl Mydans on the next six pages. Its power to initiate aggressive war has been destroyed. It is also a grievously sick country, and because of economic problems much older than the occupation it is not a self-sustaining base. But it is a defensible outpost facing a hostile mainland, just as Great Britain

faced a hostile European mainland in World War II. If the U.S. pours in enough men, food and matériel, the islands can be made virtually impregnable against amphibious invasion.

Last week the new emphasis on Japan's importance foreshadowed an early attempt by the U.S. and Great Britain to conclude a Japanese peace treaty—with or without Russian participation. The occupation would technically come to an end, but the U.S. would retain military bases to counter Communist aggression anywhere in Asia. The treaty is desired by most Japanese because the U.S. would then have to enforce it, i.e., protect Japan from Communist attack.

The success of the audacious American attempt to democratize Japan, where the word democracy means nothing to most people, is disputed—despite the frequent appearance of Hirohito in Western trappings (*inset*). Politically Japan is controlled by the strongly right wing "Liberal" party. Middle-road groups lost heavily in 1950 elections. Second largest party is the Socialist, which is anti-Communist and has a program much like that of British Labor. The Communists have lost ground but are still strong enough to constitute a disruptive nuisance. Whether the Japanese are stable enough politically to be trusted with guns is an explosive question. But for the first time top U.S. strategists last week were doing some quiet thinking about arming up to eight Japanese divisions.



NEW-STYLE EMPEROR Hirohito, wearing cut-away and holding a felt hat, greets speaker of Diet.



ANCIENT AND MODERN Japan are contrasted in this picture of U.S. jet fighter planes flying over a *torii*, the gateway to a Shinto shrine, as they return

to an airbase on the island of Honshu after a reconnaissance mission over the Pacific. Jets flew daily patrols like this months before the Korean war broke out.

CONTINUED ON NEXT PAGE

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AT TEA-PICKING TIME Japanese women pluck tea leaves from bushes on a hill overlooking the cross-hatched rice fields of southern Honshu. All of the coun-

try's arable land is planted, a third of it in rice, but the most optimistic U.S. observers do not believe Japan will ever be able to grow over 80% of its own food.



PAPER PARASOLS FOR EXPORT ARE SPREAD TO DRY AFTER BEING COVERED WITH PERSIMMON JUICE, WHICH SERVES AS A SHELLAC

JAPAN IS A LAND WITH TOO MANY PEOPLE, TOO LITTLE FOOD

Japan is a string of four main islands with a combined area slightly less than California's. It has a population of 82 million, eight times California's. Only 16% of the land is arable. The average farm is only two and a half acres, scant support for an average household of six persons. These figures, and the intense cultivation shown at left, suggest the country's oldest

economic problem: too many people, not enough to feed them. To survive, Japan must regain the export markets it lost in World War II. That is easier said than done; the country is still 45% short of its prewar industrial capacity. While the occupation has altered some of the old folkways (*below*), it has brought no solution to the century-old problem of survival.



OLD CUSTOM is New Year's Day game of *hanetsuki*, similar to badminton, here played by kimonoed girls in front of bicycle shop.



NEW CUSTOM of dating was introduced by GIs. Like most Japanese women, girls posing for a snapshot seem to like "new freedom."



AMERICAN CHILDREN AT PLAY, SCHOOL BUSES AT WASHINGTON HEIGHTS SCHOOL NEAR TOKYO ARE SIGHTS THAT MAKE JAPAN LOOK LIKE U.S. OUTPOST



VEHICLE REPAIR CENTER at base in Japan is biggest in the American Far Eastern Command. Above: an M-3 tractor and a truck roll from a landing ship.

FACE OF COUNTRY HAS CHANGED

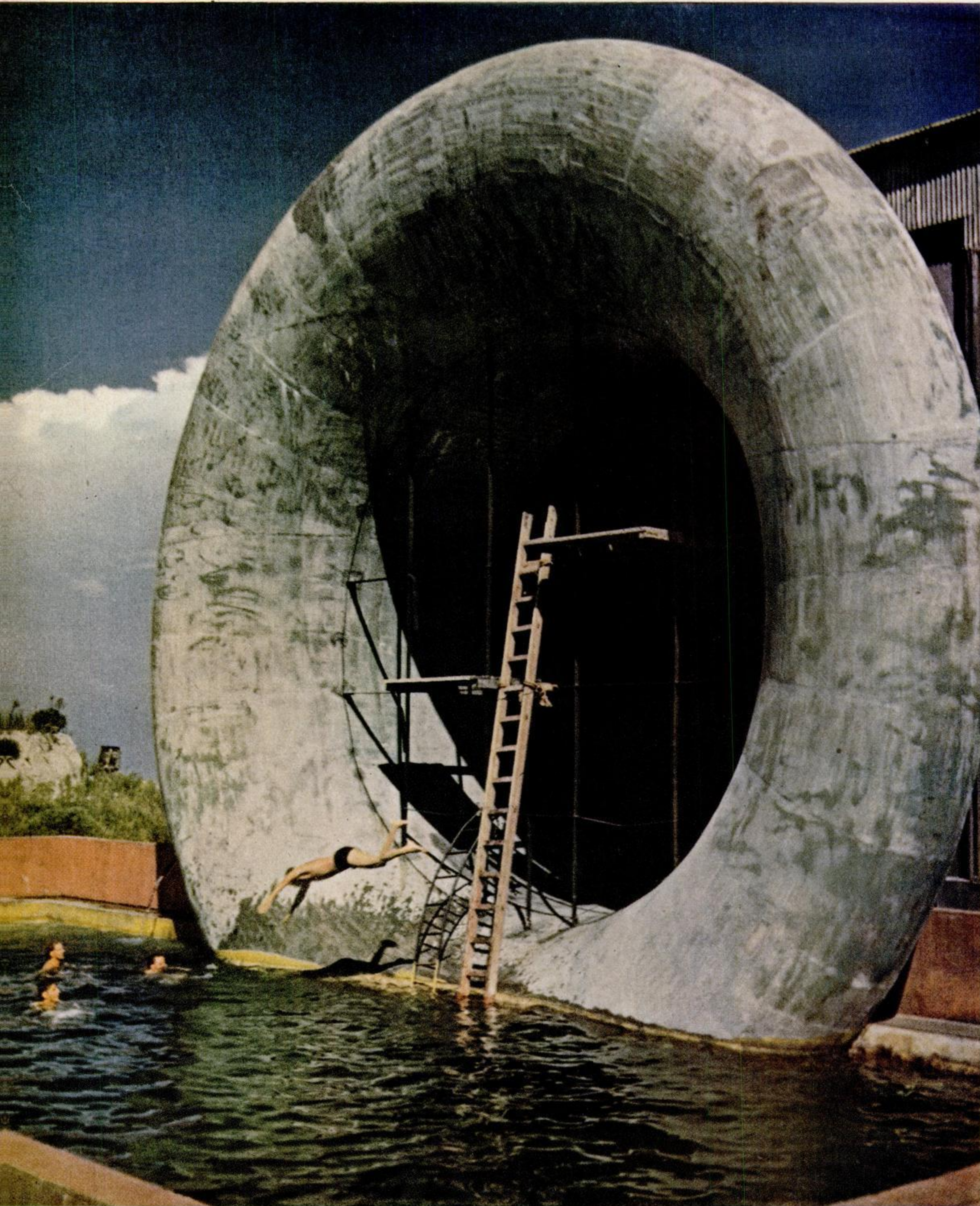
The surface aspects of the occupation were incongruous from the beginning in an Oriental land of kimonos and parasols. Milkshakes were sold on the Ginza in Tokyo, GI musicians performed as guests of the Nippon Philharmonic and a Tokyo motion picture theater was renamed for Ernie Pyle. American schools were established for children of occupation personnel (*above*). When the occupation began in 1945 the emphasis was on an attempt to transplant Western democracy to Japan. Later Japan's importance as a military base became clear. When the Korean war began Japan was manned by 123,500 U.S. troops; by the Navy, which had a good base at Yokosuka, and by modern fighter planes. As a wartime staging area Japan left much to be desired, for the U.S. would have to feed the country to use it. And much of Japan's industry had been destroyed or, like the shipyard at the right was hopelessly short of raw materials.



AT AN AIRBASE (above) briefing session breaks up as U.S. jet pilots prepare for reconnaissance flight. Even before Korean crisis these pilots were at watchspring tension as they frequently sighted Russian fighter planes, also on patrol.

AT A SHIPYARD (below) welders work on cargo vessels, limited by occupation to 5,000 tons and built for export trade. Shipbuilding was slowed after war when grafters siphoned off most of the country's stock-piled pig iron and steel.





ABANDONED WIND TUNNEL, a part of the wreckage of Japan's aircraft industry, is the backdrop for a swimming pool used by GIs at a vehicle repair

depot. In World War II this was a huge Japanese naval air station. Now Japan has no armed forces of any kind; it has 125,000 police, most of them without guns.

EVERSHARP-SCHICK NOW SAME PRICE AS ORDINARY RAZORS!

BUY YOURS TODAY!

COMPLETE
KIT — ONLY

98¢

GOLD-PLATED RAZOR

**12 ALL-TIME
SHARPEST BLADES**

TRAVEL KIT

**ALL
NEW**

**ALL
NEW**

**ALL
NEW**

WHAT A VALUE! WHAT A
SHAVE! New miracle, *scalpel-sharp*
blades made of finest *surgical steel*
... and the finest-shaving razor
ever made. Here's shaving *smoothness*
that you've never experienced
before! See for yourself.

Buy your new
Schick Injector
98¢ Kit—today!

Push-Pull,
Click-Click!
Change Blades
That Quick!



YOU CAN SHAVE WITH YOUR EYES SHUT!

That's because your SCHICK INJECTOR RAZOR and BLADES
are such a perfectly-engineered unit of smooth-shaving MAGIC. So light
in weight ... so right in size, shape, flexibility ... so exactly correct in
tolerance between skin-guard and scalpel-sharp blades!

EVERSHARP

SCHICK INJECTOR RAZOR AND BLADES

World's Only Razor With Automatic Blade Changer

MISS
"Let-me-see"

MISS
"Why-be-bothered"

Don't you take it on faith!

The time to worry about shrinkage is when you *buy* a cotton—NOT WHEN IT HAPPENS!

So don't take a chance on shrinkage. Demand to SEE the "Sanforized" trade-mark.

 *Don't let a cotton dress enter your life minus "Sanforized." You want that dress to keep its charm, don't you?*

 *Playclothes need the "Sanforized" trade-mark to keep them fitting-pretty!*

 *Don't forget about flannelettes. Be sure they've got the "Sanforized" trade-mark.*

 *Children's clothes get outgrown fast enough! Don't let shrinkage make it happen sooner. Look for "Sanforized"!*

•SANFORIZED•
TRADE MARK

Seeing is believing! Make even your favorite salesgirl show you "Sanforized" on the label!

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



ON MAIN STREET A YOUNGSTER COLLECTS A RELATIVELY BIG CROWD AND ENJOYS A RARE MOMENT OF EXCITEMENT AS HE RIDES A FARMER'S PET BURRO

AN IOWA TOWN DIES A SLOW DEATH

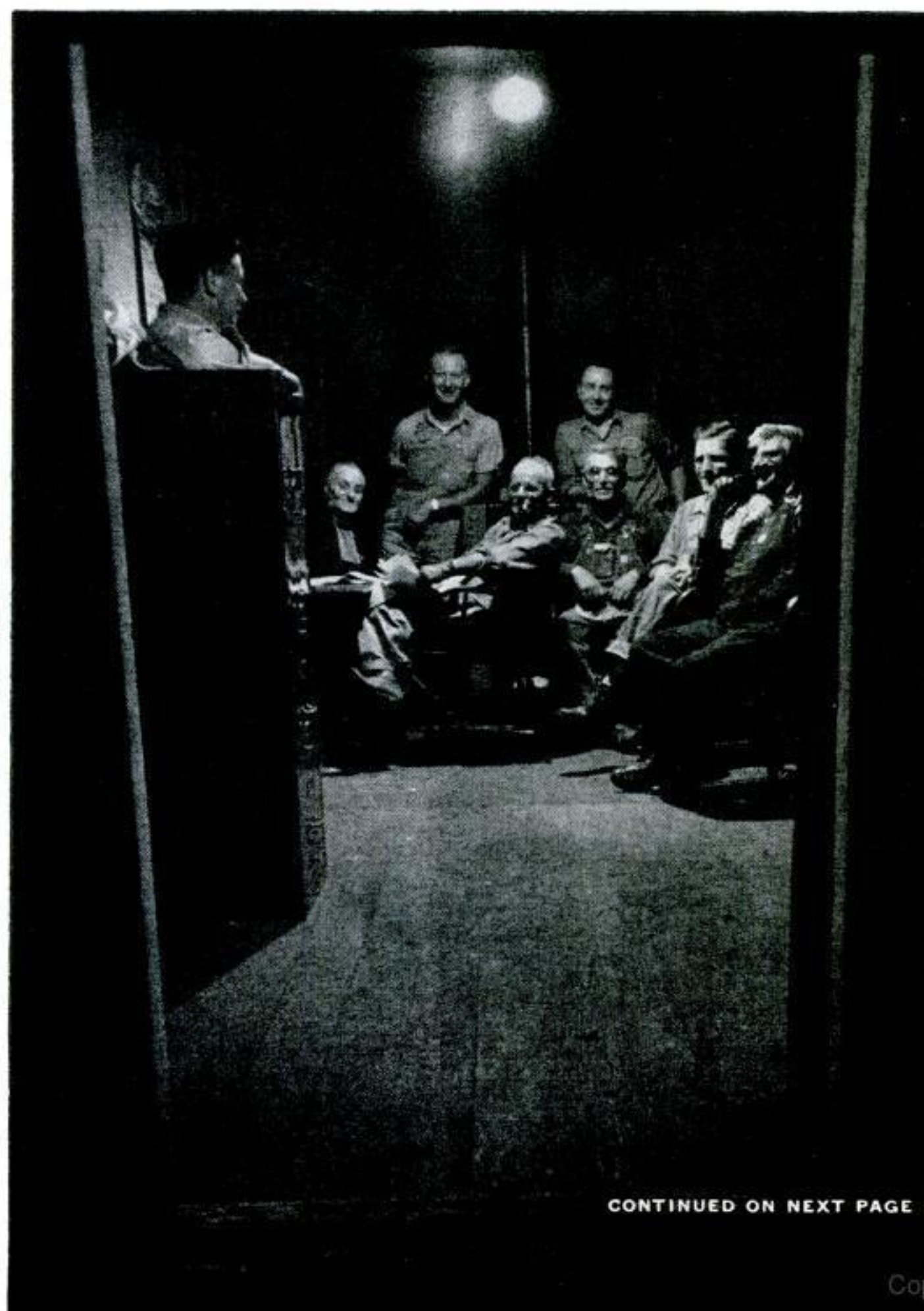
Bradgate's population shrinks to 188 because of too much mechanization and too little plumbing

The American small town is dying. In the past 10 years, according to the 1950 census reports, thousands of rural communities have lost 10%, 25% or even half their populations. Whether this is good or bad is moot—it has happened. The people have gone to live in the suburbs of big cities.

Bradgate, in northwestern Iowa, is such a town. Since 1940 its population has dropped from 261 to 188. Big gaps have appeared among the buildings in Main Street, making it look as though it had lost half its teeth. Most of the people who remain are old—if their houses decay, they seldom rebuild. If a storekeeper dies, his shop remains closed. "The fastest thing that goes on," says Dewey Lanning, "is watching the snails go by." Lee Malcolm, the 73-year-old mayor, says, "This isn't modern. There's nothing for the young people—no water works, only a dozen septic tanks."

But, while the lack of plumbing has something to do with it, it is the car and the tractor which have done Bradgate in. With more mobility, people do their shopping in bigger nearby towns. A man and a boy and a tractor can handle a 160-acre farm. There is no need for many hired hands. Thus, with commerce taken away and the vigorous young people leaving, Bradgate is dying a slow death. The local elevator, which last year handled a million dollars' worth of business will keep the town alive for quite a while. But over against that is the relentless fact that farmland around Bradgate sells for as high as \$300 an acre. "If the town gets any smaller," said the mayor half seriously, "we'll have to plow it up and plant corn."

TOWN COUNCIL, which includes a weed commis-
sioner, meets to hear complaints. There were none,
so they sat still for an hour and then went home.



CONTINUED ON NEXT PAGE



THE OLD MEN of Bradgate—almost 50% of the citizens are over 50—sit on a bench in front of the pool hall in the early evening discussing crops and

fishing. Third from left is Theo Benjamin, who tried his luck in the west branch of the Des Moines River and reported, "Nothing was biting but mosquitoes."



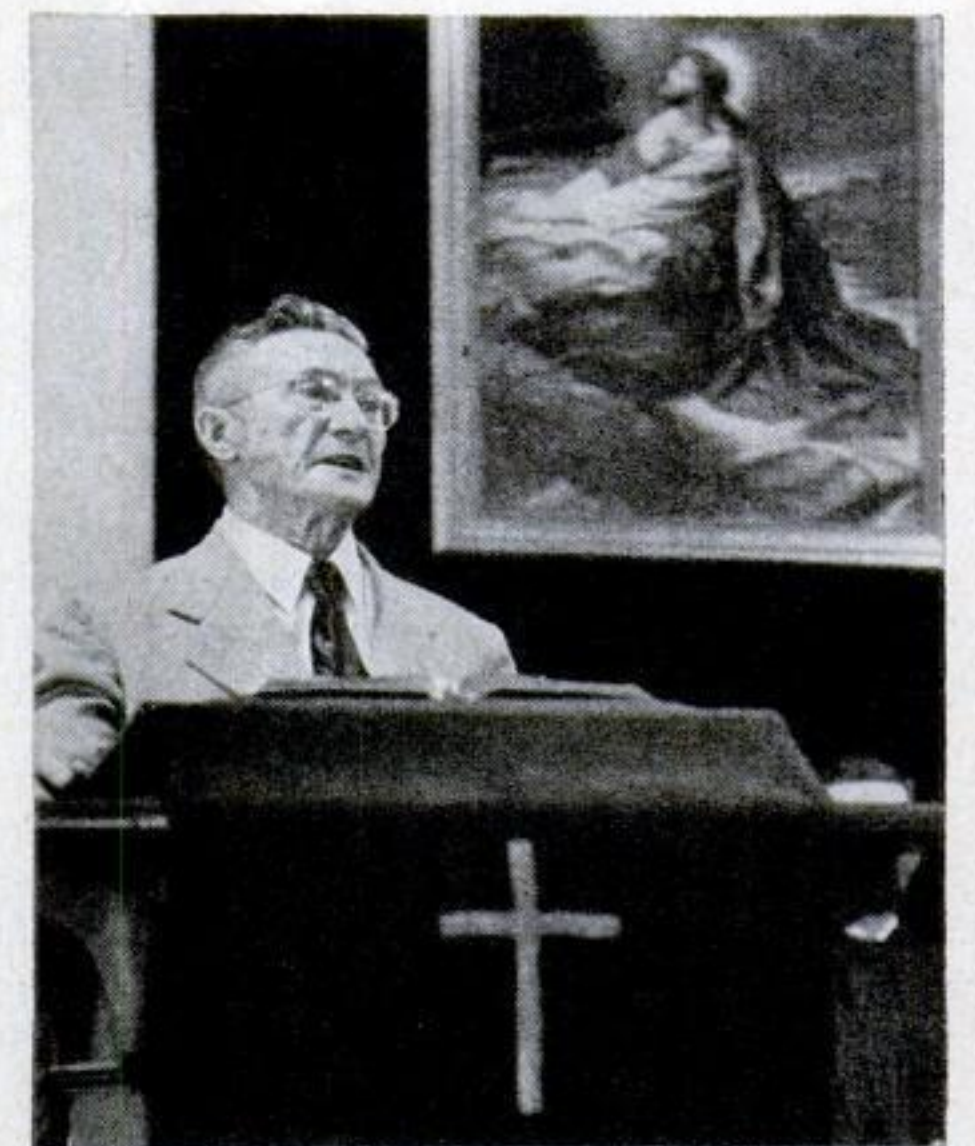
THE OLD SCHOOLHOUSE (above) is now inhabited by House-Painter Charlie Harris. He does most of his work out of town because few local people care

about appearances now. At monthly dance (below) in the opera house some of the town's few young people sit on the sidelines waiting for music to start.



AT FREE OUTDOOR MOVIE, SPONSORED BY THE

**"IT'S A NICE TOWN,
LOT OF GOOD PEOPLE"**



MINISTER Joseph Share preaches in town's one church (Methodist). "When I came here last year," Share says, "they thought I was a little peculiar because I wanted a bathroom. But they put one in..."



COMMUNITY CLUB, TOWNSPEOPLE SEE "BLONDIE HAS SERVANT TROUBLE." POPCORN IS SOLD BY LADIES' AID. SCREEN IS THE BACK OF TOWN HONOR ROLL

Much of Bradgate's life is occupied with waiting—for the movie once a week, the dance once a month, the church picnic once a year. Some of the old folks, who made money farming, wait for winter so they can go to California for a while. Bachelors, who outnumber single girls, wait for a pretty new face to show up. But, for all the waiting, most of the people who live in Bradgate live there because they like the town and would not

live anywhere else. Even though they see the handwriting on the wall, they cannot bring themselves to leave. Daniel Vote, a farmer and war veteran, is not sure why he came back to Bradgate to live. "I don't know. Because I lived here, I imagine. I was all over, England, France, Czechoslovakia, Belgium, with the Third Army. I don't know. It's a nice town, got a lot of good people in it. It's an Iowa town, sets by the river, I guess."



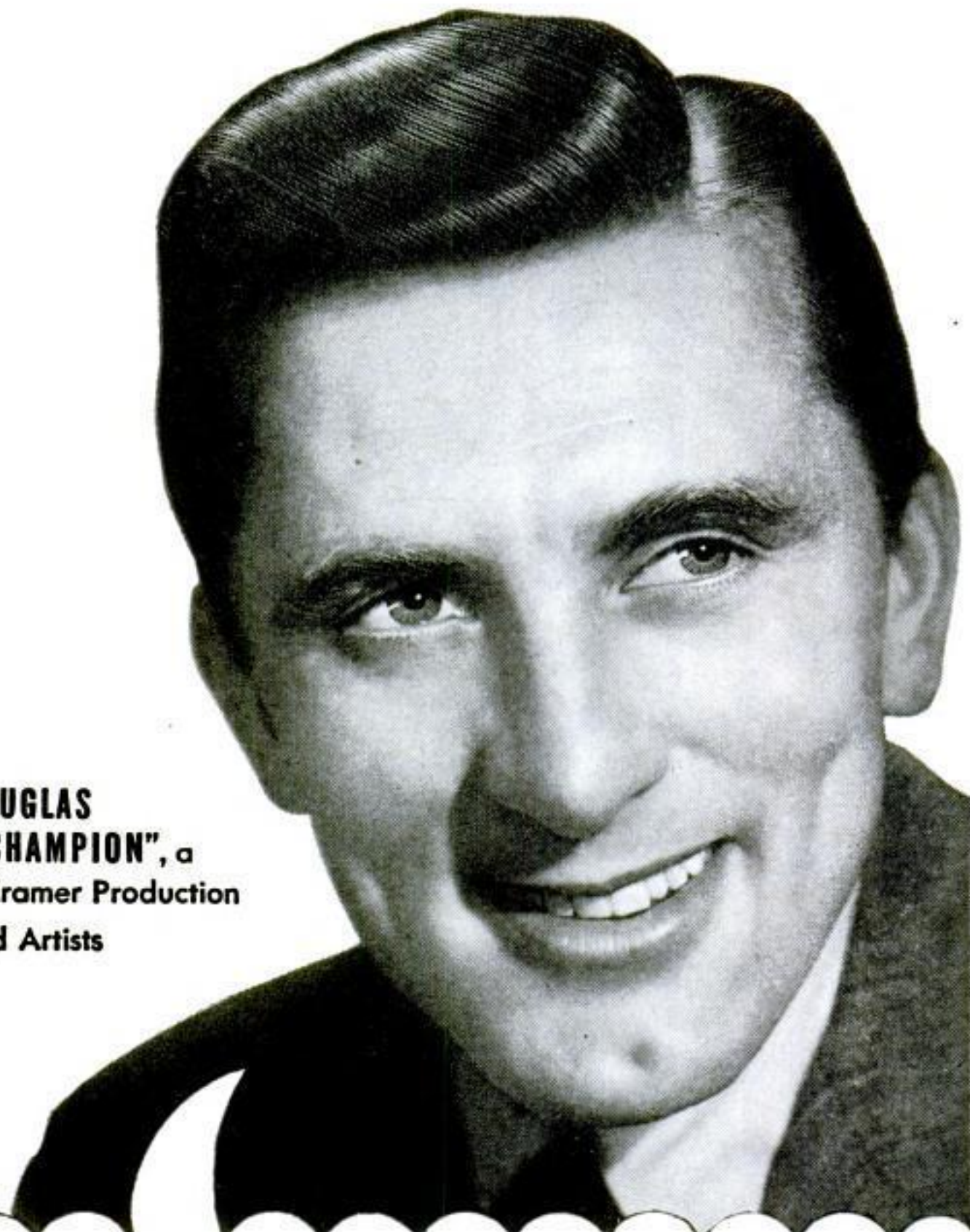
WIDOW, 77-year-old Mrs. Harold Lees, works on a hooked rug. Like most of Bradgate's old folks, she has lived there for half a century, remembers town's better days and intends to stay there until she dies.



BRICKLAYER Cleland Isacson, 20, has a souped-up Chevrolet in which he spends a great deal of time tearing around and around the block. He is thinking of getting out of Bradgate by enlisting in the Navy.



BLACKSMITH Chris Brandhoij, 69, has not shod a horse in five years but still has a lively business repairing farmers' machinery. Brandhoij's shop is one of the few reasons anybody ever comes to Bradgate.



KIRK DOUGLAS
star of "CHAMPION", a
Stanley Kramer Production
for United Artists

"JERIS is the Champ"

says Kirk Douglas

for **greaseless good grooming**
and **healthier, handsomer hair**



**ONLY DANDRUFF-DESTROYING* JERIS HAS THIS
FRESH, CLEAN-SCENTED MASCULINE FRAGRANCE**

Of all the hair tonics
on the market, JERIS
and only JERIS brings
you all these hair benefits:

1. Greaseless good grooming.
2. Healthier, handsomer hair.
3. Scalp-stimulation: Daily JERIS mas-
sage helps promote healthy hair growth,
relieves dry scalp, excessive falling hair.
4. Destroys dandruff germs* on contact:
antiseptic action instantly removes ugly
dandruff flakes.
5. Exclusive masculine fragrance: daily
use of JERIS leaves hair clean-scented.
Economical, too! Get JERIS today at
drug counters—professional applications
at barber shops—everywhere.

JERIS is not greasy to the touch, won't
discolor coat collars, can't soil shirts, stain
hats or upholstery. For greaseless good
grooming insist on JERIS Hair Tonic.

When Jack's pate was oily
His hair appeal was nil.
He switched to greaseless JERIS
And now he's
got his Jill.



JERIS KILLS DANDRUFF GERMS* ON CONTACT. *Pityrosporum
ovale, which many authorities recognize as the cause of infectious
dandruff is destroyed by Jeris Antiseptic Hair Tonic.



JERIS
ANTISEPTIC HAIR TONIC



CURIOUS BOY presses his head against rail, trying to hear vibration of an
approaching train. Only four pass through Bradgate most days, two freight
and two passenger trains. The Chicago and North Western railroad has asked
for permission to stop passenger service because there is almost no business.



STRAY CAT takes its daily, deliberate stroll down the railroad track to the hog pens. Stationmaster Jim Burris, who has taken time to make a study of the animal's habits, has figured out that the cat always walks on the rail and never on the dew-soaked grass because it does not want to get its feet wet.



On the Ball!



"I'LL GET YOUR BALL
FOR YOU, WHITEY!
YOU CAN DEPEND ON ME!"



"EVERYBODY KNOWS
THEY CAN DEPEND ON US,
BLACKIE! THEY KNOW
THAT BLACK & WHITE'S
QUALITY AND CHARACTER
NEVER CHANGE."



"BLACK & WHITE"
The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



How to appraise a new car before you buy

Any new car you buy today is a good car. You can't go radically wrong on any of them. However, if you shop around and make a really careful purchase, you'll rate some "good," others "excellent," and a few "superior" in *total value*.

So it's important to make your own appraisal. You'll find that cars vary widely in body styles and interiors as they affect your comfort. You'll find differences in safety, ease of driving, economy and other things you want. It will pay you to ask questions. Study catalogs and booklets. Drive and compare different cars. Then add up the total score yourself.

On these pages we suggest things to look for. We do point out what *we believe* are Plymouth superiorities. But we want *you* to be the final judge.

Plymouth doesn't necessarily try to build the lowest-priced car but rather the *highest-quality* car at its price. And we believe that your fair and factual appraisal of Plymouth in comparison with the others will bear this out.



YOU CAN TELL A LOT about how well a car body is built just by slamming a door. Does it close with a solid click and thud? When you close the door of a Plymouth you get that good solid feel from the all-steel body. It's made of steel panels, welded to a rugged steel framework cross-braced with bridge-like girders. Around window and door openings are heavy box-section members for extra rigidity.



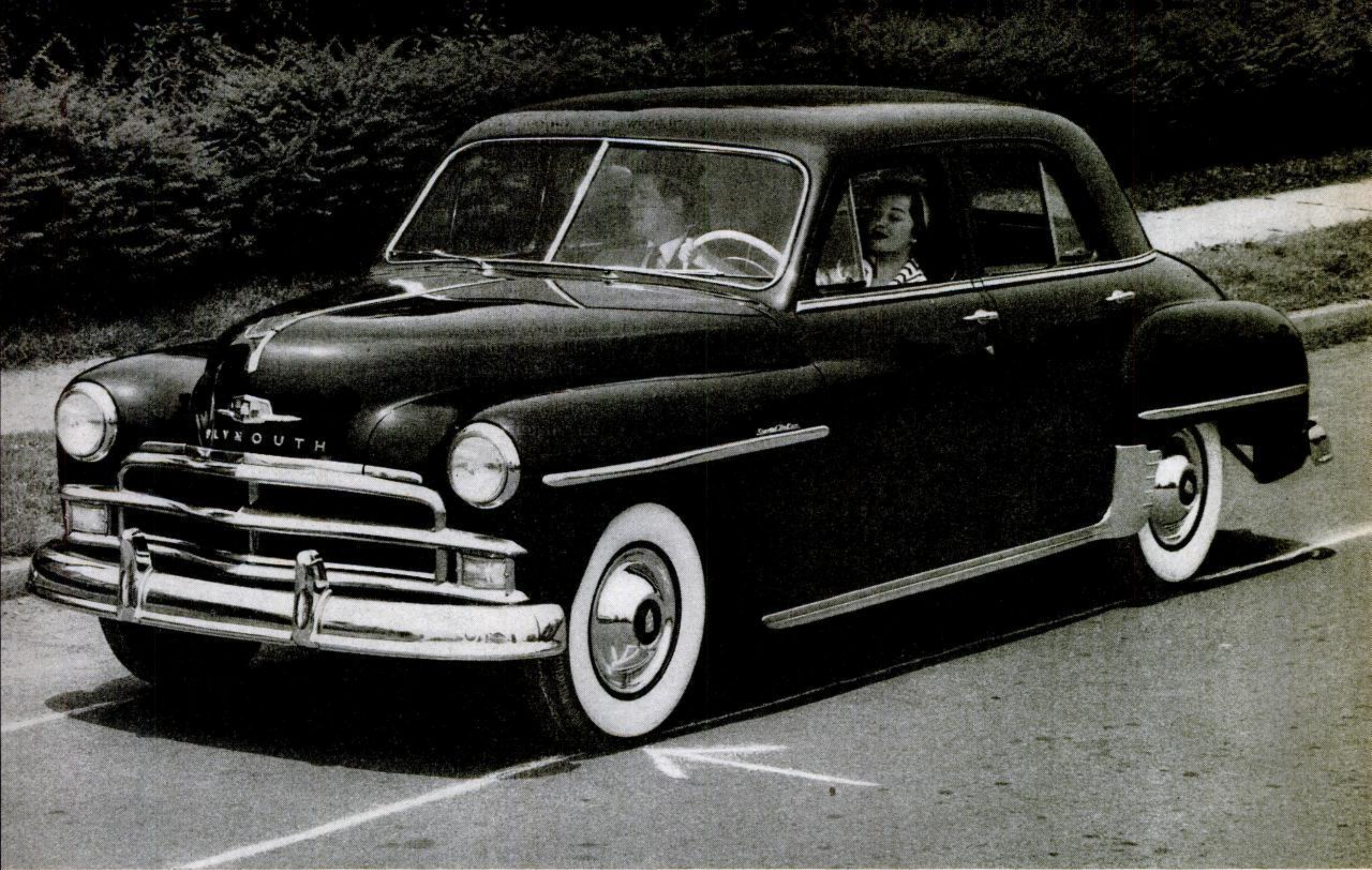
TRY THE BRAKES by giving them a real hard application. You'll find that *any* new car will give you a quick stop. But when you compare, you'll discover differences in smoothness, ease and accuracy. Of the leading



CONSIDER BOTH horsepower and compression ratio. Horsepower is one measure of an engine's efficiency. Compression ratio is another — it has a bearing on the way the engine uses fuel. Among the three leading low-priced cars, only Plymouth has a 97-horsepower engine with the high compression ratio of 7.0 to 1. It squeezes top performance from gasoline.



IT'S THE JOB of piston rings to maintain a tight compression seal — and also to keep oil out of the combustion chamber, where it would be burned. Find out how many piston rings the car has. Plymouth pistons each have 4 rings, which means high performance and oil economy over a long period. And the top ring is chrome-plated for added protection against wear.

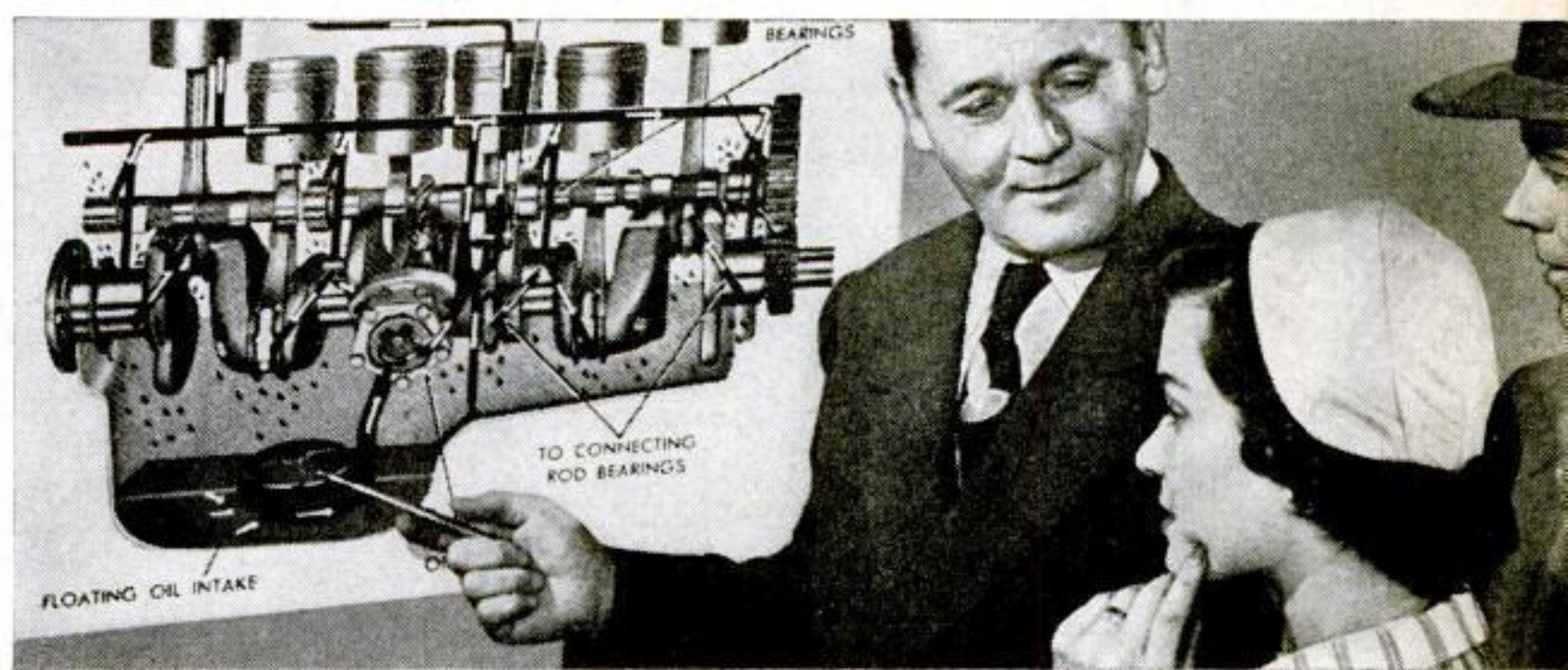


lowest-priced cars, only Plymouth has a total of 6 hydraulic cylinders actuating the brakes (the others have 4). -These extra hydraulic cylinders mean better control for Plymouth; brake action is uniform and predictable; you

always get the exact response you want and expect. And only Plymouth in its price class gives you Safety-Rim Wheels, which hold the tire straight on the rim in case of a blowout, allowing you to make a safe, controlled stop.



CAR THIEVES often start a parked car by "shorting" the ignition cable, so that the car can be stolen even though the owner has removed the key. Is there any protection against this in the car you're considering? Look under the Plymouth instrument panel and you'll see that the ignition cable is heavily armored. (A crook would break his heart trying to get at this one.)



ASK HOW THE OIL reaches vital points. Many cars employ a modified splash system. Plymouth, however, forces the oil to friction points *under full pressure*. Also, the intake floats just below the surface of the oil in the crankcase, so any sludge on the bottom can't be drawn into oil lines—a Plymouth "exclusive" in the lowest-priced field. The benefit: long engine life.

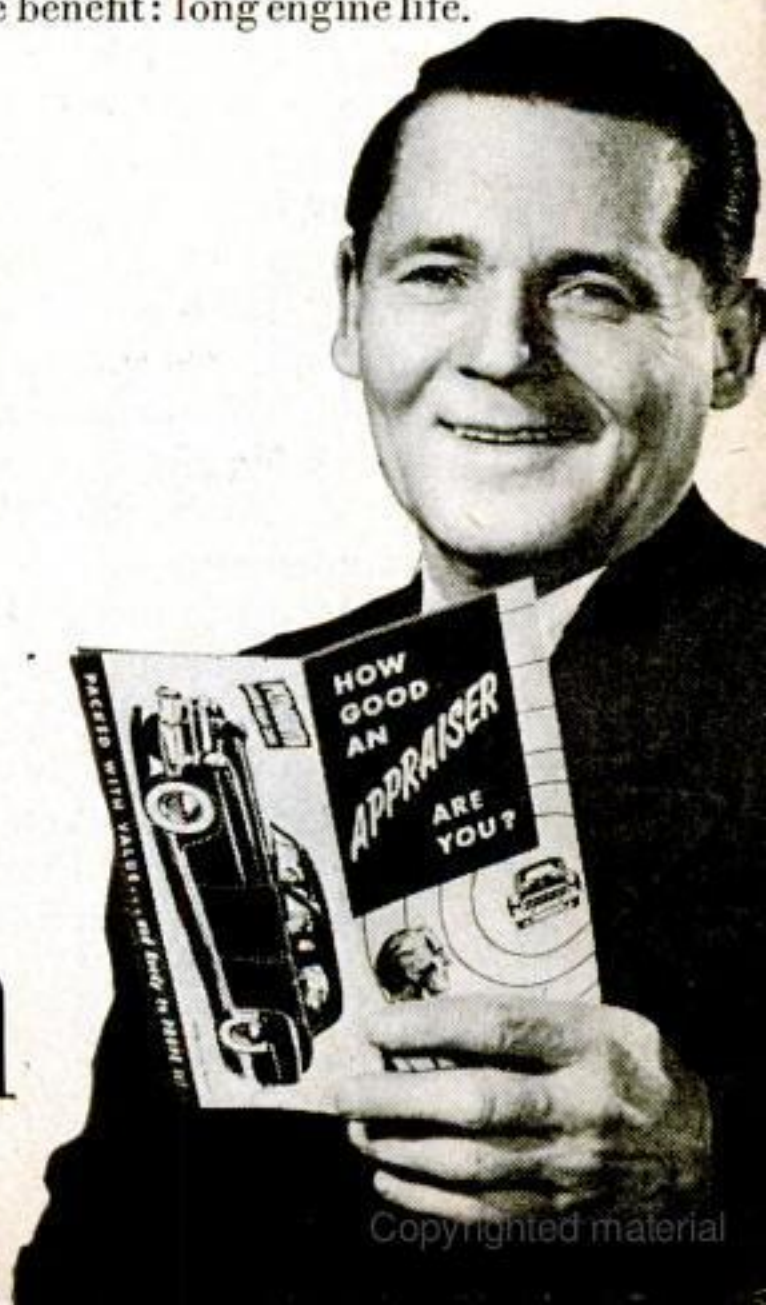


BEFORE YOU BUY a car, try the hat trick on it. Does it mash your hat when you get in? A Plymouth won't. Plymouth door openings give you much more clearance than those of other cars in its price class. Also, doors open wider. A Plymouth rear door opens 10" wider than the rear door of one of the other two leading low-priced cars, and 12" wider than the other.

These are only a few of the features you ought to look into before making up your mind. Your nearby Plymouth dealer has a folder that will help you make a complete appraisal. It lists major parts and features found in Plymouth and other leading lowest-priced cars. There are spaces you can use to total up your own score and decide on the car that has the most of what you want for the money. The folder is entitled "How Good An Appraiser Are You?" Ask your nearby Plymouth dealer for a copy—he'll be very happy to give you one, free, of course.

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

Plymouth



1948 ELECTION UPSET

G.O.P. SQUABBLES

CONGRESS BALKS AT FAIR DEAL

FIVE PERCENTER AND DEEP FREEZE INVESTIGATIONS

NOV. 1948 DEC. JAN. 1949 FEB. MAR. APR. MAY JUNE JULY AUG. SEPT.

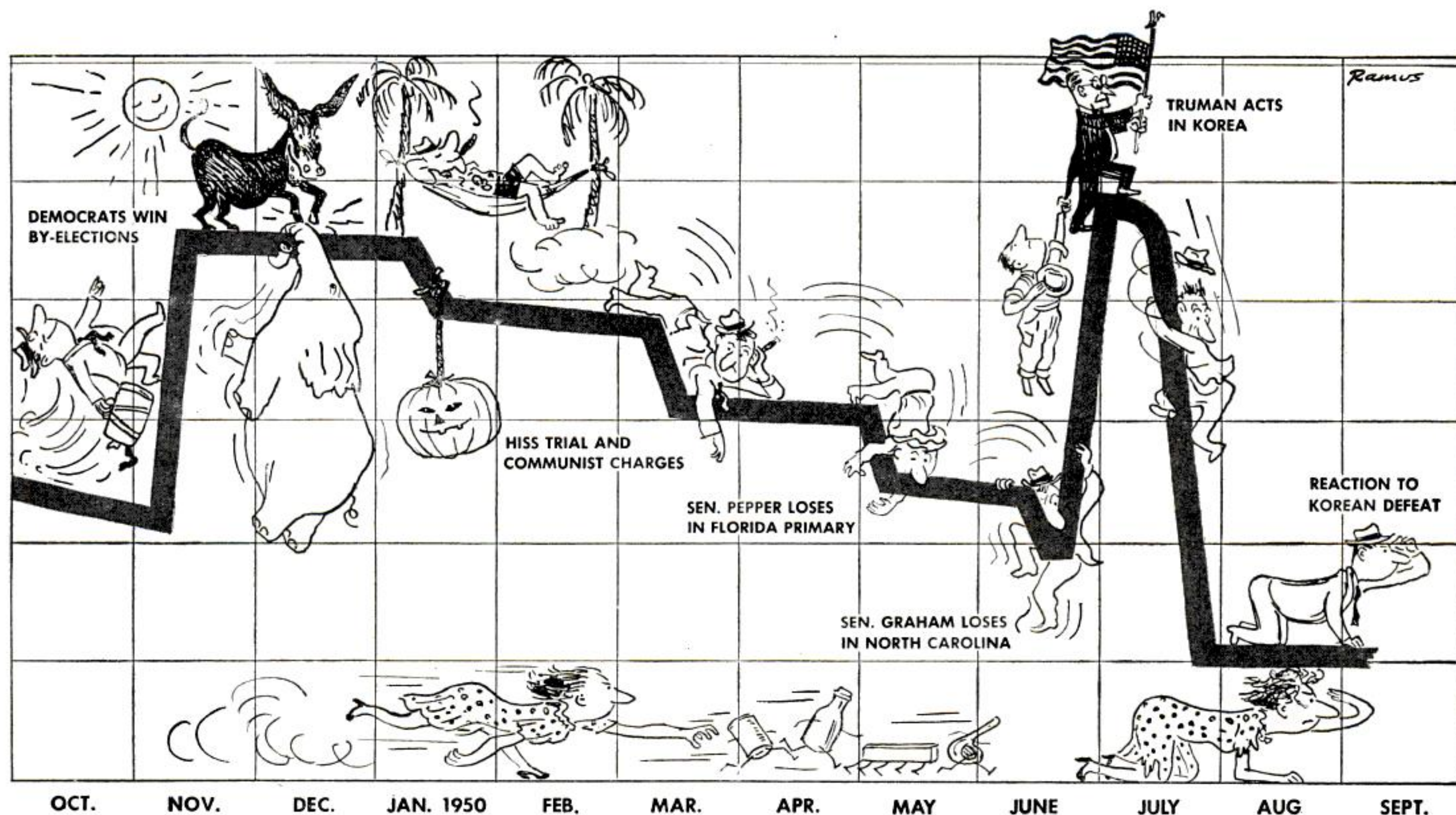
the sudden slump due to the bad news from Korea. Before the 1948 election most Democrats figured they might as well be dead, but the surprise victory had them

All pre-Korea bets are off. The old issues are cold; new issues are boiling—and the once confident Democrats know they are in for a real fight in November

A DEMOCRATIC member of Congress stopped a Republican on the street a few days ago. There are a lot of people in Washington who have been Democrats in name only since the New Deal and the Fair Deal, and this man happened to be one of them. "You know," he told the Republican, "this is your big chance to beat us. All you have to do before November seventh is go out and ask questions. Don't make a single affirmative statement; just keep asking what has gone wrong down here. You can't miss." Then he reflected a moment and added, somewhat sadly it seemed, "But of course you'll cook up some great big high-flown policy statement, and we'll lick the devil out of you again. You Republicans are so confounded stupid."

week in June was stone-cold dead the last week, and practically every issue that was thriving on July 1 was under an oxygen tent by the 1st of August. Many of the political prognosticators, those perennially intrepid souls who ordinarily would be placing their forecasts in sealed envelopes right this minute, believe that the election returns of Nov. 7 may depend on the war communiques of Nov. 6. Few of them will even hazard a guess unless you let them talk off the record—and in a low whisper in a canoe on the middle of Lake Erie at that. But there is an over-all feeling which no one can miss: all of a sudden the Democrats are deeply worried, and the Republicans are stirring to life.

Democratic congressmen representing control of the two Houses. Despite the traditional advantage that is supposed to go to the "outs" in a nonpresidential year, many Republicans were admitting privately that they would do well to hold their present 42 seats in the Senate and 170 seats in the House. In the first few days following June 27, when President Truman ordered our military forces to start shooting back at the North Koreans, things looked even blacker. The Republican would not even have been out on the streets at that time; he would have been busy writing letters to all the friends who might be in a position to help him get another job. Nothing in recent years, not even the unexpected result of the 1948 election, has thrown Republicans into such total pessimism about their party's future as Mr. Truman's action, cheered all over the nation. Dead for the duration were the Republicans' favorite issues of less government and lower taxes. Back came the old slogan, "Don't change horses in the middle of the stream." What could any Republican see



up and dancing in the streets. They have been well off ever since despite the inevitable setbacks that come to a party in power. President Truman's action in

Korea took them right back to the peak—but now both the Democrats and the housewife-voter concerned about prices and shortages see anxious days ahead.

but a dreary career of me-tooism, voting for every war measure that the Democratic administration proposed?

Then came the change: the bad news from Korea. Suddenly it felt very good to be a Republican. As Americans the Republicans had to regret the news, but as politicians—i.e., opportunists—they had to take cognizance of it. Obviously the whole tide of politics was shifting; the heroism of June became the question mark of August. As *LIFE*'s Nebraska correspondent put it last week, "There has been a great shift of opinion here since the day the decision was made to enter Korea. The decision to help South Korea was popular. But our reverses have led to disappointment, bitterness and the feeling that Washington bungled the whole thing."

So into the politicians' wastebaskets went their prepared campaign plans. The Democrats had been ready to arouse the country to the beauties and benefits of the Fair Deal, with President Truman making an autumn trip out to the West Coast and back to display the whistle-stop personality that proved so effective in 1948. The Republicans had been all set to fire their old ammunition, charging that the U.S. was being burdened with a creeping socialism, that government cost too much and was woefully inefficient and that the Democrats' reciprocal trade treaties had thrown thousands of U.S. workmen out of jobs in West Coast fishing, in the Pennsylvania glassware industry, in shoe and hat factories in Massachusetts and Connecticut.

All these issues are now academic, and the President could hardly travel as far from Washington as Alexandria, Va. without being accused of neglecting his wartime job. "The issues right now," an Iowa politician

told a *LIFE* correspondent, "are the war, period." A candidate in Michigan said, "I've had to quit talking about domestic issues to keep my audiences awake." In the state of Washington the voters have been treated to the most fascinating switch-over of all. There Democratic Senator Warren Magnuson has based a long and successful political career, drawing support even from Republicans, on his reputation for performing errands, doing all favors within reason and always making sure that his state got what was coming to it from the federal government. There is an old joke in the state that someday Senator Magnuson will steal the dome off the Capitol and ship it back home to his voters. Before Korea his campaign slogan for this year was: "He gets things done." Then after the shooting began his campaign managers back home quickly checked his record on defense bills and were greatly relieved to find he had been voting yes. Now his political advertisements say: "One year ago he asked Congress for a Pacific pact—backed by armaments. . . . Your farsighted senator has been fighting for stronger defenses since 1938." Magnuson the Fixer has given way to Magnuson the Foreign Statesman.

It's nicer outside than in

AT a difficult, confused and unhappy time like this there is a great political advantage to being an "out." For one thing, regardless of any question of the merits of the parties, the "outs" have all the freedom of criticism and suggestion without any of the burdens of responsibility. On July 31 Republican Senator Irving Ives of New York urged the U.S. to raise an army of five million men

immediately. Senator Ives is much more of a philosopher than politician, and his recommendation unquestionably represented his considered opinion of what was best for the country. There could be no faintest suspicion that it was designed to embarrass the Democrats politically—and yet it had many Democrats in Washington quietly frothing at the mouth. "That's the sort of thing," one of them said, "that can drive you crazy. Suppose Senator Ives is wrong. Suppose this isn't the big war, that there aren't even any more little wars planned this year. Then all we accomplish by mobilizing five million men is to upset our economy and weaken ourselves for any future crises. But nobody is going to throw that speech up to the senator if he turns out to be wrong. On the other hand, if he turns out to be right the Republicans can pull out the speech and say, 'See? We told you all along!'"

But the Republicans, as of this moment, have an even greater advantage. All the theoretical arguments about the merits as leaders of President Truman, Secretary of State Acheson and Secretary of Defense Johnson have now been put to the kind of practical and acid test that anybody can understand. Somewhere, sometime about four weeks ago, some unknown Republican pondered the sad state of our arms in Korea and asked the question: "What has become of the \$56 billion we've given the Defense Department since 1945?" Republicans everywhere took up the cry, and everywhere they used it they found a quick public response. Then Senator Eugene Millikin of Colorado, a Republican who not long ago looked like a sure bet to be beaten in November, went back home and made a speech about Korea. "We're going to



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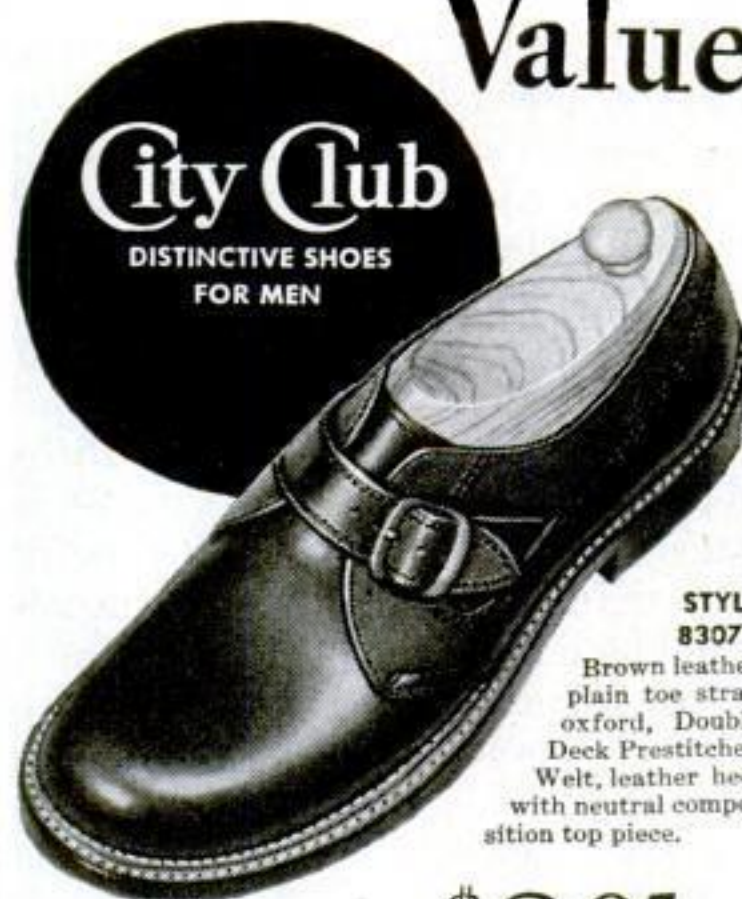
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POLITICS CONTINUED

find the water," he said. "We're going to man the pumps. We'll unroll the hose. But damned if we'll sing 'Hail to the Fire Chief!'" His workers cheered him to the rafters and went out to start one of the most aggressive Republican campaigns that the Rocky Mountain states have seen in years.

The big issues this fall are President Truman, Secretary Acheson and Secretary Johnson, with the Republicans concentrating on Acheson as the easiest target to hit. The Republicans will say—the policy statement is already drafted—that our foreign policies and defense policies have been "a tragic record of indecision, lost opportunities and inept leadership." The Democrats will have to defend the record, and unless things get a lot better they will practically be reduced to saying, "Our leaders did the best that anybody could have done under the circumstances." This may or may not be true, but regardless of the facts it is weak politics. Already there are signs that many Democrats would rather run their races without having to carry Acheson and Johnson on their backs. For example, at the Democratic headquarters in a West Coast state, a publicity worker recently ran across a picture of three of the state's congressmen conferring with Louis Johnson. It looked like the sort of picture the local newspapers might use, and he decided to order copies and send them out. Just to be on the safe side, however, he checked with one of the congressmen first. His letter to Washington was answered with a hastily scrawled note sent airmail special delivery: "About that picture, burn it!"

Of course the Democrats can also have an obvious counterattack: the Republican record on world affairs. At least one Democratic senator has already compiled a chart of all Republican votes on defense and foreign policy measures. In the opinion of the people who have been really concerned about the world situation, it is not a very pretty record. But the voters have always been inclined, and probably always will be, to blame only the man who is carrying the ball.

Senator McCarthy gets a break

ONE other man will also be a large issue—Senator Joseph McCarthy, the Republican Communist-hunter. The Democrats laugh at the idea, and the Republicans by and large apologize, but nevertheless the role of Senator McCarthy in the 1950 elections is a fact to be reckoned with. He may be 75% demagogue or only 25%; he may have been sinking into oblivion before Korea; but now he is the man who fell into oblivion and came up with an ice cream cone. One very intelligent and opportunistic Republican put it this way: "I've always felt that the McCarthy issue is one that cuts very deeply because it hits at everybody's emotions. It reminds me of 1928, when Al Smith was running for the presidency, and the fact that he was a Catholic was on everybody's mind even though nobody would say so out loud. It's the same now. The public may agree with the intellectuals that McCarthy has never proved a single one of his charges. But I'm sure the public is still saying, 'There must be something to all this.' I think it all adds up to a frustration and

CONNECTICUT



DEMOCRAT McMAHON vs. REPUBLICAN TALBOT

In Connecticut the Republicans hope for the biggest single gain. Democrat William Benton, appointed to the Senate in 1949 by his old friend and advertising partner, Governor Chester Bowles, has to stand election this year at the same time Democratic Senator Brien McMahon is up for re-election. Republicans have figured that Benton, a Johnny-come-lately to Connecticut

a feeling of insecurity among the people. They were let down, that's for sure, and somebody's got to be blamed. The State Department obviously made a lot of mistakes, and in the public mind that's going to prove the McCarthy charges. Maybe that's bad logic—but a lot of people are going to feel that way."

Since Korea became the big political issue, Senator McCarthy has received no less than a dozen invitations to speak in behalf of the local Republican candidates in various states. And something happened in the state of Washington recently that makes the McCarthy issue seem even more important. Running for the senatorial nomination in Washington are one woman and four men, including a routine Spokane politician named Al Canwell. All of them were campaigning until recently on purely domestic issues, but Canwell's speeches were different from the rest. He once headed a state un-American activities committee, which once heard a witness who said that Alger Hiss was a Communist. So Canwell has been hewing to one single line: he should be nominated and elected because he recognized the Communist evil long ago and was the first man to expose Hiss. None of the professionals in Washington felt that this sort of campaign would get anywhere, especially because the testimony about Hiss was completely incidental and was never acted upon. All the betting was that Canwell would run no better than third, and possibly as badly as fourth. Then in late July the Republicans took a straw poll and found, to their utter amazement, that Canwell was so far out in front that the nearest of his rivals could hardly be seen in the dust.

Sometimes, considering evidence like this, the top Republicans almost get worried. Supposing the present reaction against the Administration continues, grows stronger and results in a landslide of protest in November? What if the U.S. has to face the next two crucial years with a Democratic President, a Democratic Cabinet and a Republican Congress? The answer, in strictly political terms, is that the Republicans would be in a bad spot, just as they were in a bad spot when they controlled the 80th Congress under President Truman. What the Republicans would really like, as politicians, is to win the Senate—or nearly win it—but not to win the House. The Republicans have to win or come close to winning the Senate this year, or they are in trouble in 1952. The only Senate seats where a Democrat will be up for re-election in 1952, thanks to political accident and the U.S. practice of electing one third of the senators every two years, are practically all in the solid Democratic belt. Even a landslide in 1952 could hardly give the Republicans more than two additional seats.

Of course the Democrats like to think of what the 1950 election could be like if the U.S. troops are rolling up toward the 38th Parallel in October with the Korean Communists obviously on their last legs and no immediate trouble visible anywhere else in the world. If everything is going that well, President Truman could in all good conscience go out to the West Coast to "report to the people"—i.e., campaign for the Democratic ticket without saying so. He would be a hero, the man who took a firm stand on Communist aggressions

CONTINUED ON NEXT PAGE



DEMOCRAT BENTON vs. REPUBLICAN BUSH

politics, would be easy to beat, to the detriment of the whole Democratic ticket. The post-Korean opinion is that Benton is still a weak candidate against Republican Prescott Bush but that McMahon, because of his fame as chairman of the Joint Congressional Committee on Atomic Energy, probably has a better chance now than before against Republican Joe Talbot.

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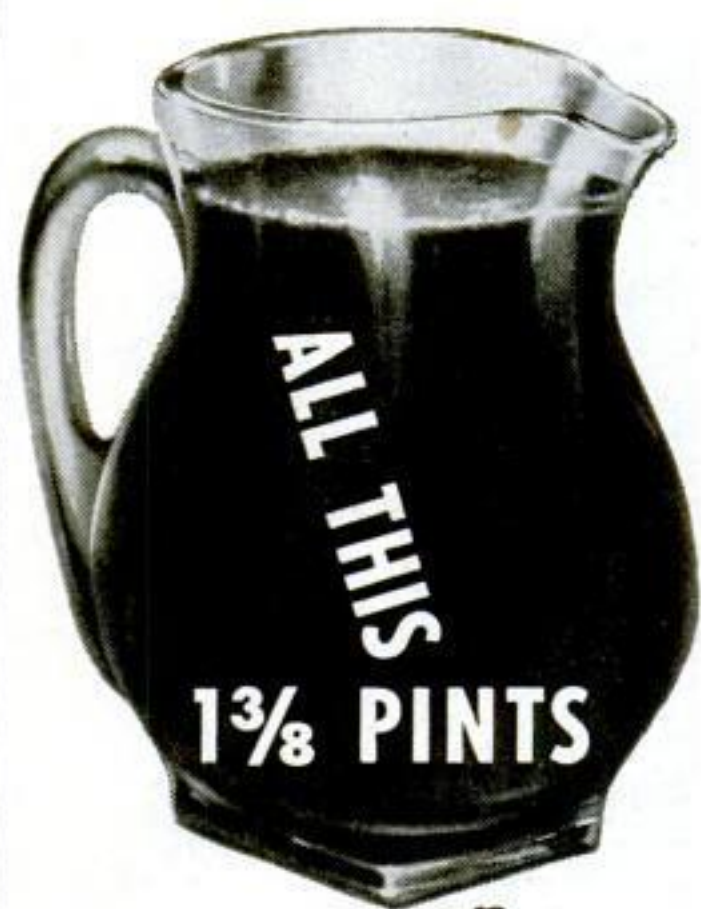
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CALIFORNIA



REPUBLICAN NIXON vs. DEMOCRAT DOUGLAS

Congresswoman Helen Gahagan Douglas, who seeks to move up to the Senate, voted against appropriating funds for the Un-American Activities Committee which has been the pet project of her Republican opponent, Congressman Richard Nixon. Moreover Mrs. Douglas was a backer of the Administration's pre-Korean policy in Asia, of which Nixon was a bitter critic. Thus two crucial issues—the Administration's attitude toward domestic Communists and its Asiatic foreign policy—are clear-cut in the California race. Observers figured it a toss-up before Korea, now favor Nixon.

POLITICS CONTINUED

and got away with it. He, his Secretary of State and his Secretary of Defense would seem vindicated. Senator McCarthy's charges of coddling the Communists would seem almost ludicrous in the presence of a man who was successfully shooting them. The President could plausibly claim that the U.S. had grown so strong under his leadership that it had weathered the Korean crisis without strain, even though caught off balance at the start by a tricky foe abroad. He could argue that the U.S. would have done even better if the Congress had not reduced taxes, against his advice, and if he had been given the power he wanted to build government plants to increase steel production. He could even go on to get in a few licks for his medical bill, federal aid to education and the Brannan Plan, as goals for the peace. In the atmosphere of October, if October is the kind of month the Democrats pray for, that sort of talk would be very strong medicine. Almost everyone who wants a job will have one; prices will not be too high and the taxes will be too new to hurt much, and only a couple of hundred thousand men will have been caught in the draft. It is hard to vote against a President or his party in a time of prosperity, and it is almost impossible to vote against a Commander in Chief in a moment of victory.

It was this sort of thing that Ed Kelly, the old Chicago boss, had in mind when he talked to a LIFE correspondent a few days ago. Like most politicians as they grow older, 74-year-old Ed Kelly is suspicious of all attempts to feel the public pulse. He is even suspicious of the art of politics and has a growing belief that the fortunes of politicians are in the laps of the gods. "Who in the hell," said Ed Kelly, "really knows what's in the public's mind? Why, you take back in 1946. The Republicans had to beg people to run on their congressional ticket that year, and what happened? A Republican landslide. Even the wives of C.I.O. members were voting Republican. It was a temporary sorehead vote over meat lines and OPA, and they hit us right on the nose that year. But who knew about it, before it happened?"

"With this war on, why anything can happen. You asked me about our Democratic Senator Lucas here in Illinois. Well, I always thought he'd win even before this thing. For instance, we took a survey a while ago out in the black belt on the South Side of Chicago. Two thirds of those people were making \$3,000 a year or better, and that's a comfortable living for most people. You can't lick prosperity.

"Well, along comes this Korean thing, and it helps Lucas still more. He's the majority leader down there in Washington, and he gets his name in the papers all over the state every day, and that's a lot better than trying to get people to come out and listen to you give a speech. That's important. Politics is just like selling soap, no difference at all. You have to have good advertising. Get your name before the people so they'll remember it when they go in to vote.

CONTINUED ON PAGE 106

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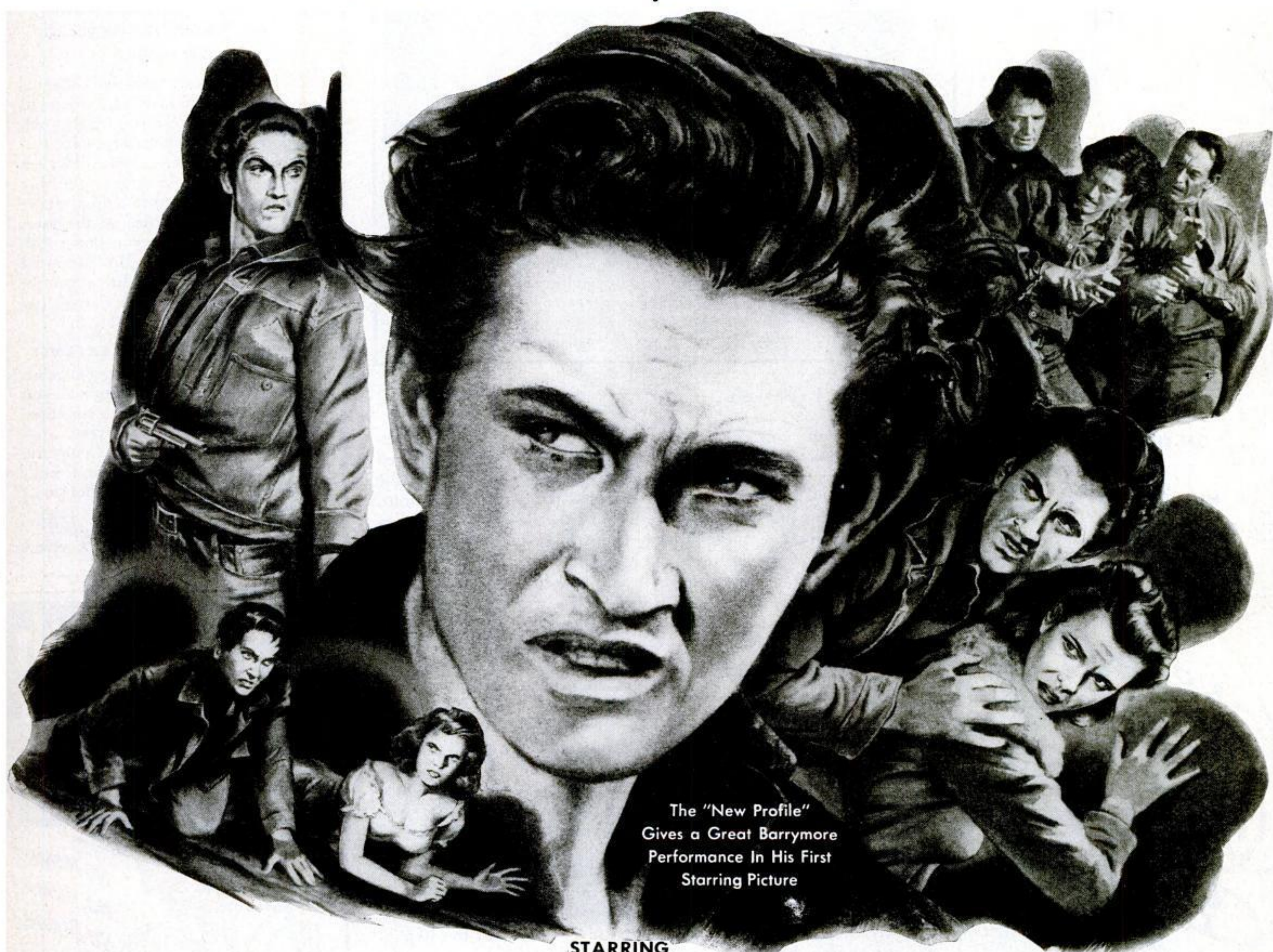
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REPUBLICAN MILLIKIN vs. DEMOCRAT CARROLL

Before Korea, Senator Eugene Millikin stood high on the list of the expected Republican casualties. An able lawyer, he was appointed to the Senate in 1941 and quickly established himself as a good solid statesman on the conservative side. He has not had much time to go home and politick, however, and straw polls in spring showed him running far behind young John Carroll, a Fair Dealing congressman, who has shaken hands with a lot more Coloradans in recent years. But Millikin's fine record in the Senate makes him a mighty comfortable man in a crisis, and the odds now favor him.

POLITICS CONTINUED

"When you come down to it, a lot depends on how the Korean situation looks in November. If the people are gloomy, dejected about the war, why almost nobody will go to the polls. But if the country's in a fighting mood, why there'll be a terrific turnout. There'll be just one big issue, too, if that's the case. In all the elections it'll be just one thing—Harry Truman versus Joe Stalin. And we'll sweep almost everything in sight.

"And yet," Kelly concluded, in the shoulder-shrugging tones of a man who has been through it all and learned how wrong he can be, "who knows?"

The answer is: nobody. And yet some things about the 1950 election are now clear, at least in the opinion of the best observers on both sides of the fence. They can be summarized as follows:

1. **THE FARM VOTE** There is an old saying in the Midwest that the farmer is a conservative when corn sells for \$1.50 a bushel, a progressive when it sells for a dollar and a radical when it sells for 50¢. Inflation has boosted the arithmetic considerably, but practically all politicians agree that the farmer is a Republican in good times and votes Democratic only when panicky. Nobody, not even the Democrats, expects the farmer to repeat his performance of 1948, when he was chiefly responsible for the election of President Truman by swinging the 75 electoral votes in Iowa, Illinois, Ohio and Wisconsin. In 1948 the prices of grain fell about 20% in the six months before the election, and moreover Secretary of Agriculture Brannan adroitly made capital of the fact that the Republican Congress had failed to provide enough storage bins for the surplus crops. But the farmers' mood of 1948 has not lasted, and they are still Republicans at heart; as one Democratic farm expert put it recently, "We shook their roots a little, but we haven't transplanted 'em." Moreover the Brannan Plan, the Fair Deal's proposed answer to the farm problem, has been a political failure. In fact there are signs that most Democrats in Washington, possibly including even the author of the plan, would just as soon forget about it if President Truman, a stubborn man who seldom abandons an issue, would only let them. The war situation, which apparently guarantees high farm prices for the foreseeable future, has probably sewed up the farm vote for the Republicans.

2. **LABOR** The Democrats are confident they have it regardless of what happens. "Even if we have to put the whole Fair Deal on ice, even if nobody in the campaign says a word about the Taft-Hartley Law, those people are going to remember," one Democratic strategist said recently. "And the Fair Deal may not be quite so dead for the duration as people think. Take the public power program; you need more power when you expand war industries. On the health program, there's always a shortage of doctors in wartime, and people are going to be thinking about it. The colleges will go on and will probably help educate a lot of specialists for the Army; so federal aid to education won't be forgotten. Civil rights

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ILLINOIS



DEMOCRAT LUCAS vs. REPUBLICAN DIRKSEN

Senator Scott Lucas is a Democrat whom the war seems to have helped. Before Korea, Illinois experts felt that he was losing ground to Republican Everett Dirksen, but now they are not so sure. Dirksen is at his best campaigning on domestic issues; Lucas is a good flag-waver who is getting a lot of publicity because of his job as Senate majority leader. One of the ironies of the Illinois race is that Lucas has the strong support of the state farm bureau (175,000 members) because, although he is an Administration stalwart on Capitol Hill, he opposes the Administration's Brannan Plan.

POLITICS CONTINUED

is probably an even stronger issue than ever. When you're fighting for the independence of the brown men, or the yellow men or whatever they are in Korea, you're in an awkward position if you're not giving full citizenship to the black men here." Some Republicans disagree about the labor vote, largely on the ground that it cannot be delivered regardless of how friendly its leaders may be to the Democrats. One California political observer told a LIFE correspondent, "Considering that the Taft-Hartley Law required those non-Communist affidavits from labor leaders, and when you take into account what people think of Communists right now, I'll bet that the rank and file of labor here is in favor of the law right now. Not the real left-wingers, of course. But among the liberals I'll bet the split is 60-40 and among the conservatives 90-10." Nevertheless the consensus is that only a tremendous shift in public opinion could lose the industrial areas for the Democrats, especially with jobs plentiful and wages high.

The danger to the Democrats, as they will admit privately, is that labor's friendship could turn into a political liability. "Supposing we have a lot of big wage demands just before election," one of them told LIFE. "If the unions seem to be demanding too much at a time of national emergency, that could hurt us badly among the independent voters." On the other hand, a wage freeze, which might be necessary to avoid wartime inflation, could cost the Administration a lot of its union friends, especially since the unions figure the cost of living has gone up about 12% since the last general round of raises. But there are no big contracts coming up for negotiation before the election, and on the matter of a wage freeze some of the Administration's labor advisers have worked out an ingenious plan. If the plan can be sold to the President—and the labor people are betting it can—the Administration will set up some kind of fact-finding board to decide how much additional pay the unions should get, to meet the higher cost of living, before the freeze goes on.

3. THE HOUSEWIFE Since her uprising in 1946 nobody is forgetting her. The big political question here is: which is more unpopular—high prices or rationing and price controls? This is a hard one to answer, as many politicians have discovered to their sorrow. "Sure, I know," one thoughtful and influential Democratic senator told a newsman in early August. "Right now every senator is getting a lot of mail demanding that we go right across the board with the Baruch general freeze. But let me tell you about the telephone call I got yesterday from a man who owns a lot of cattle in my state. He called up long distance and said that he was for price controls but not to be foolish about them. You know what being foolish means? It means to put the controls on beef. And that's what foolish means to the apartment owners and the storekeepers; what they're really saying is 'Sure, we want to keep prices frozen, but don't be foolish

CONTINUED ON NEXT PAGE



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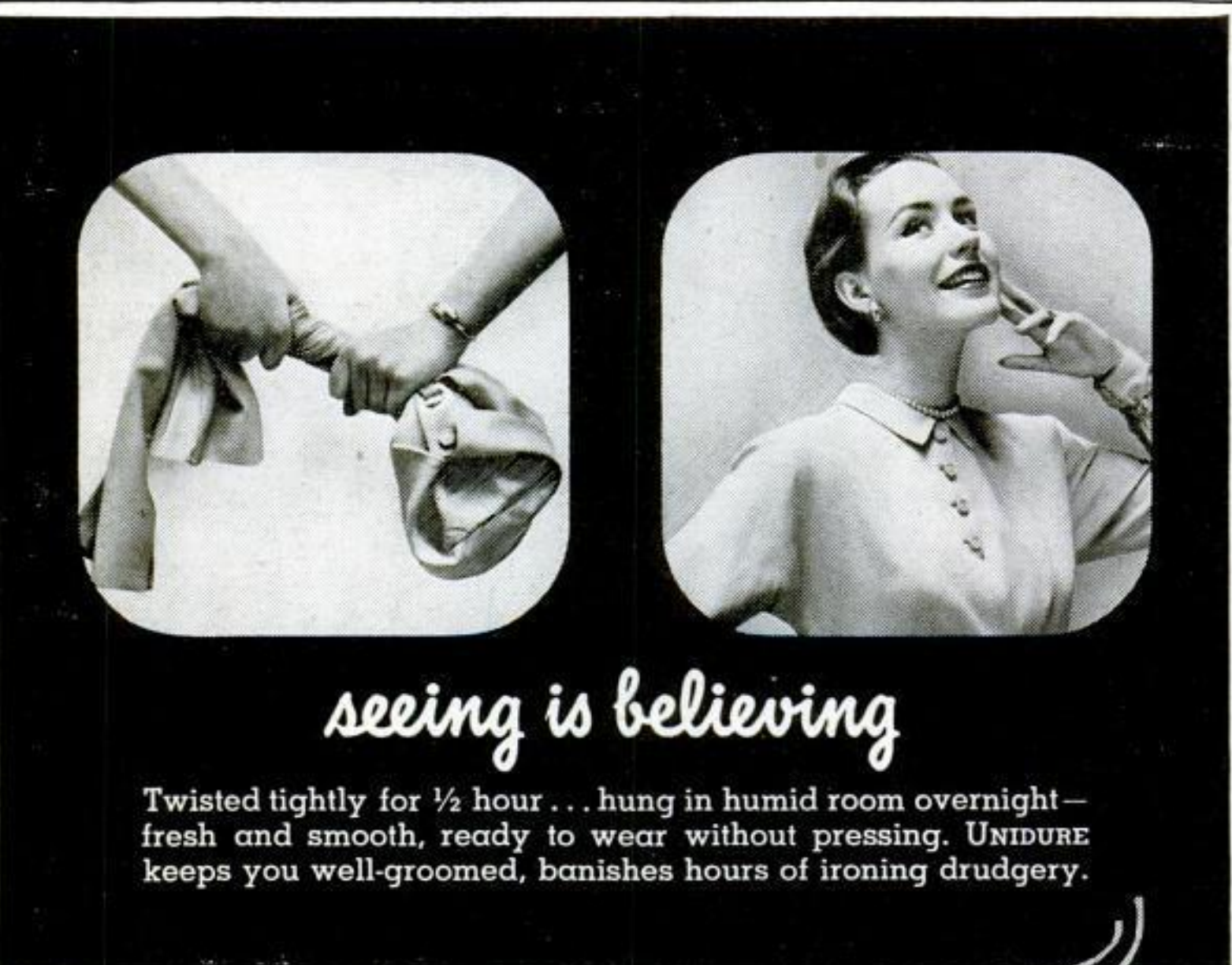
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POLITICS CONTINUED

enough to do it with me.' So when anyone tells you that public opinion is behind the controls, think it over."

What the Democrats are really hoping here is that recent price rises will prove to be only a flash phenomenon and will level out in coming weeks. In that event nobody would be seriously pinched, and controls could be delayed at least until after the election. There is considerable comfortable feeling around the White House that the Republicans, by plumping harder than the President for immediate controls, got themselves into a political box—and that they, instead of the President, will have to take whatever heat the issue generates.

4. THE SIZE OF THE VOTE All other things being equal, a big vote is supposed to be good for the Democrats, a small vote for the Republicans. All issues aside, the voters are supposed to be "apathetic" in wartime. Nobody knows whether these suppositions are really true; events have worked out that way on several occasions, but politics, as almost everybody who hazarded an opinion in 1948 will agree, is a dark and mysterious art, as unfathomable as a woman's mind. One thing is certain: when millions of men go into uniform and other millions move to new jobs in distant parts of the country, a lot of people lose their vote because of the length-of-residence requirements and the relative difficulty of casting an absentee ballot. But regardless of what degree of mobilization the nation decides on, the population shift cannot possibly have reached very large proportions by November. Whatever the size of the vote, the Republicans would seem to be the beneficiaries. If the vote is small, it is probable that a greater proportion of Republicans, who according to general belief are more determined than their rivals, will go to the polls. If the vote is large, it will probably be a protest vote against the Administration.

Certainly if the U.S. troops should be pushed off Korea, most Democrats would not give a nickel for their chances. Any discussion of politics these days is bound to touch sooner or later on this possibility, and when it does the Democrats throw up their hands. Even those who firmly believe that their Administration's record on foreign policy and defense has been good will concede that no Administration—or almost none—could survive a defeat like that. The politicians hardly feel that President Truman, who typifies the Democratic party right now to most Americans, has the kind of luster that it would take to bring off such a coup.

A few days ago a LIFE correspondent sat talking politics with one of the top men running the Democratic campaign in Rhode Island, one of the few Northern states that is just about as thoroughly Democratic as the solid South. The Democrat was full of election-day optimism until the possibility of losing the Korean beachhead came up, and then he shook his head. "That would be bad," he said. "Who can run on the platform of another Dunkirk?"

"Winston Churchill?" someone asked.

"Sure," the Democrat said glumly. "But who's got a Churchill?"

OHIO



REPUBLICAN TAFT vs. DEMOCRAT FERGUSON

Senator Robert Taft, the man whom the C.I.O. would most like to defeat in 1950, was always conceded an excellent chance of winning again despite the bitter opposition of the union leaders. The Democrats, as a matter of fact, could not persuade their two first choices to make the race against him and had to settle for State Auditor Joe Ferguson, who has a lot of friends but has never been considered a political heavyweight. Of the situation as it stands today, a top Democratic observer has conceded: "Joe Ferguson's a damn nice guy—and maybe you'd vote for him in ordinary times."

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All-weather treatment lasts and lasts! This hard, durable glaze keeps your car shining despite exposure to all kinds of weather. And it's so easy to maintain a Spray Glaze shine. A simple dusting with a soft cloth takes off ordinary dust. Even a badly spattered finish is quickly washed clean.

Spray Glaze, developed, tested and manufactured by *Du Pont*, is available now at service stations and car dealers in most neighborhoods. Look for it... ask for it! E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

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SHERMAN TRIES TO SHOW A STUFFED "GROUSE" THAT HE KNOWS HOW TO IMITATE ITS MATING CALL. PEEKING AROUND HIS SHOULDER IS JOHN, A MOOSE

MR. NO FIXIT

Ransom Sherman is a TV apostle of self-satisfied incompetence

Generations of Americans have been brought up to believe that anyone can be taught how to do anything in a few easy lessons. A Chicago television comic named Ransom Sherman is now pushing this belief to its logical extreme and a little beyond. Sherman, a veteran of 27 years of radio joking and now a bright TV light, is a know-all to end know-alls, the most appallingly inefficient Mr. Fixit who ever nailed his thumb

to a board. He knows, or says he knows, how to make birds' mating calls, how to garden, carpenter, cook and cut hair. He demonstrates them all with a smiling confidence which grows more and more sublime as he sinks from confusion to catastrophe and ends up surrounded by debris. Originally only a summer replacement, Sherman has proved so popular that from now on his program will be a regular feature over NBC.

CONTINUED ON PAGE 115

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For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



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HOW TO ROAST A TURKEY is an art which Sherman is eager to explain to female audience. He pours on condiments (*top*), is only momentarily upset when oven blows up. "This certainly is a day we've been waiting for," he says.



HOW TO TELL GENUINE PAINTING from forgery is explained by Sherman, who scrapes off broad gash of paint, commenting, "There. That painter used real oil. You know right off that's a painting you want for your collection."



HOW TO MAKE CHAIR LEGS EVEN is a demonstration involving sawing and squinting. ("No need to measure it exactly, you can gauge it with your eye.") Under this treatment chair shrinks rapidly, ends up as a serving tray.

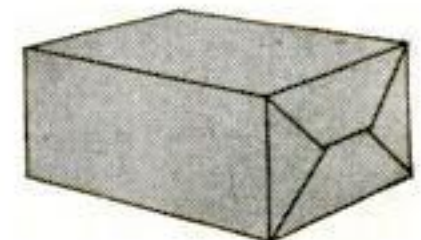
The New Shape is the news



The new-shape poncho jacket. News because, though it takes its shape from the traditional South American cloak, it's a high-style modern fashion. That's new design with an interesting inspiration.

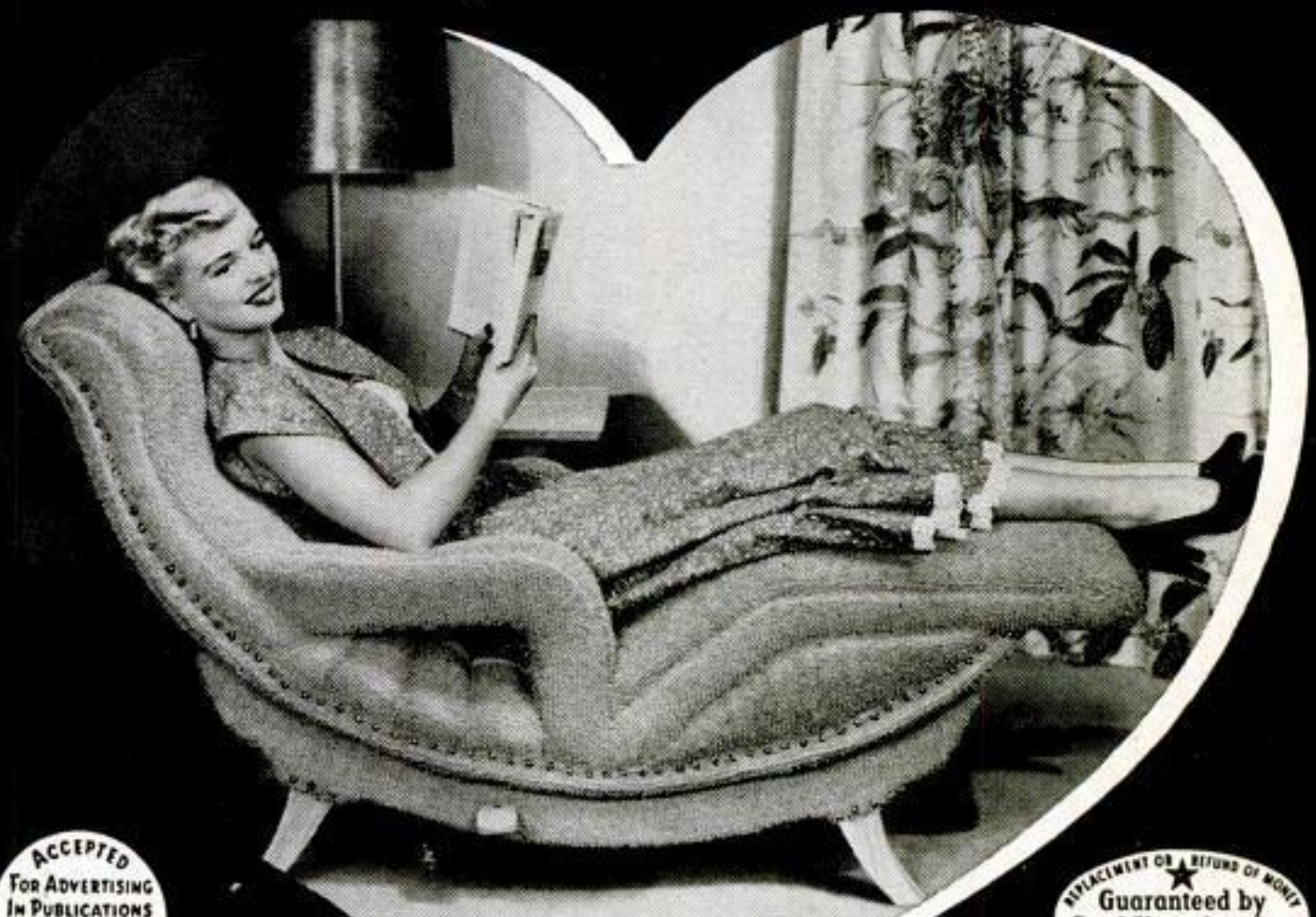
The new-shape Modess box . . . News because it, too, is an example of inspired design! Cleverly takes its shape from many kinds of boxes . . . you'd never guess the wrapped box held Modess. Another tactful feature—boxes are pre-wrapped before they even reach your store.

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Life Revisits the Ski Bums

AND FINDS THAT NOW THEY ARE BEACH BUMS

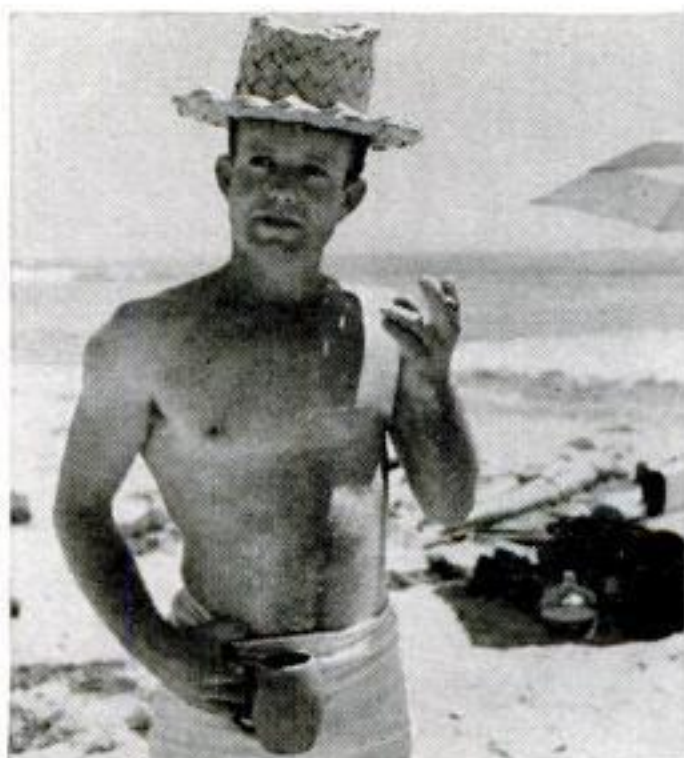
What does the ski bum do in summer? LIFE Photographer Loomis Dean, who last winter documented the gold-bricking existence of ski bums at Sun Valley (LIFE, Feb. 27), looked up his cold-weather friends and found them still leading a bum's life. Now, however, they are beach bums, spending the summer at San Onofre, Calif., 70 miles south of Los Angeles, where they take as much delight surfboarding on rolling waves as they did in winter schussing down snowy slopes.

In May, as soon as the snow gets soft at Sun Valley, the bums begin to migrate. They head first for their parents' homes where they drop off their skis and pick up their brightly colored,

15-foot-long surfboards. Then they make for the beach. At San Onofre the setting is a little less glamorous than at Sun Valley, where the expensive hotels afford a pretty high type of free-loading. On the beach the bums spend every minute they can surfboarding, sunning, guzzling beer, making friends with the people who come down to be weekend beach bums. By taking jobs nearby as packers, lifeguards, bartenders, they earn just enough to fill their cups and stomachs and the gas tanks of the trucks in which they live and sleep. If war does not catch up with them one way or another, the bums expect to be back at Sun Valley by November.

WINTER AND SUMMER (above and below) ski bums enjoy swift rides—on snow at Sun Valley, on surf at San Onofre. Thatched hut (below) was built by bums. Surfboards are stacked against it to dry out.





BARE-CHESTED BUM "Obie" J. Rod finds dressing for beach a simpler matter than it was at Sun Valley (*top left*). He has been a beach bum for six years.



SLOPPY BARTENDER, "Hammerhead" Gravage, pours a cold beer for "Burrhead" Grever from pot where it was kept momentarily for head to settle. Perched on bumper of truck where Hammerhead lives and sleeps is Bob Lombard who last winter poured coffee from back of his trailer (*left*).



NUZZLING TECHNIQUE used by Obie Rod at Sun Valley "batch" party to make friends with Marty Gregg (*left*) is used on Shirlee Kashare at beach (*above*). She works in billing department of oil company in Los Angeles. Obie has job in nearby cannery, packing abalone.



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HAIRCUTTER to all the beach bums is Myra Roche, mother of three children. She helps friend Warren Miller make ends meet by shearing his hair free.



CORK McNORK sniffs toes of master Hammerhead Gravage dozing inside blanket after surfing all day. Dog often rides surfboard at Hammerhead's feet.



HORSE MEAT FILLETS bought for 30¢ a pound are cut to size before being broiled by Barney Wilkes, San Clemente dentist, a beach bum on weekends.

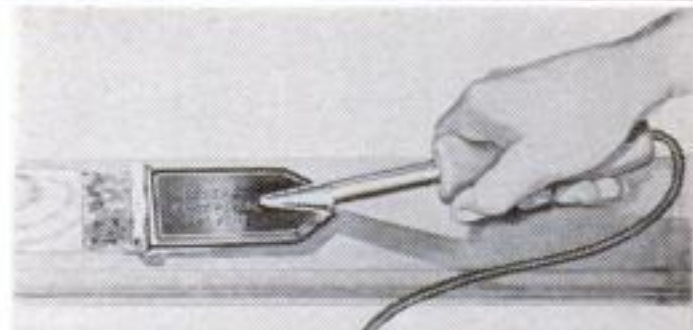
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Beach Bums CONTINUED

SKI CASUALTY SURFS



DESPITE BROKEN LEG acquired skiing, Jim Elliott, 31, still rides surf. He puts plastic bags on cast to keep it dry, has friend carry board into water.



TOSSING CRUTCHES up on the beach, Elliott hobbles over to his surfboard and waits for receding wave to wash him out where swells have broken.



PADDLING ON HIS OWN, Elliott will catch an incoming roller, ride it standing on one foot. Of his daring feat he says simply, "By God, I love it!"



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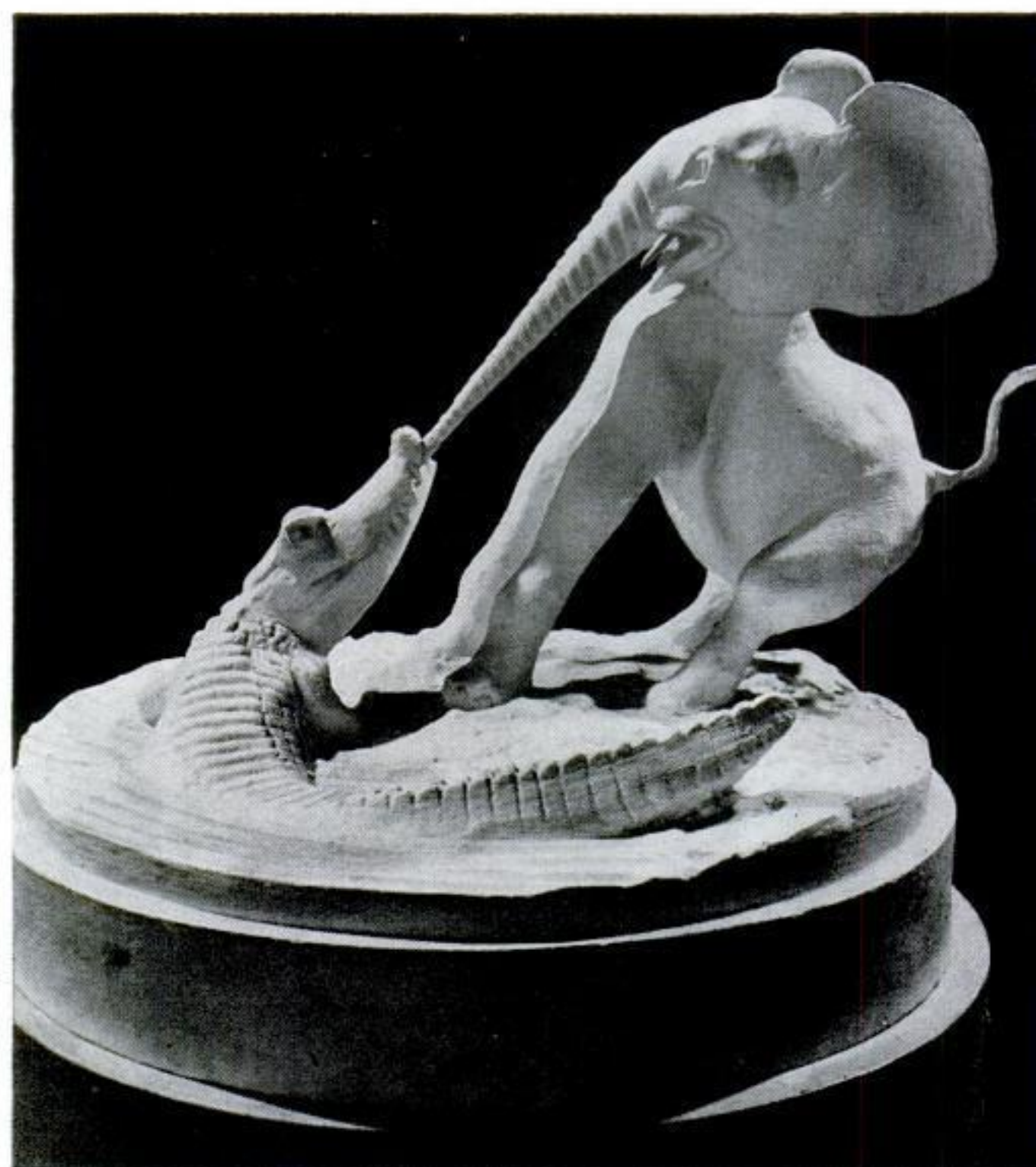
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PLASTER STATUETTE SHOWS HOW KIPLING'S ELEPHANT GOT ITS TRUNK

LEGENDS IN SCULPTURE

Last week New York's sober Museum of Natural History relaxed long enough to put on view a most unnaturalistic exhibit—plaster statuettes of situations in which legendary birds and animals were involved. They are the work of Paul Wright, whose usual job at the museum was to make scientifically accurate scale models of animals for museum displays. Asked to sculpture these legends for a children's display, he did so with fine humor and a happy disregard for the cold facts of science.



LEDA AND THE SWAN, who was Jupiter in disguise, shows godlike swan being wistful and the girl acting snooty. Statuettes are all 10 to 12 inches high.

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CONTINUED ON PAGE 124

Dependable

CHAMPION

Spark Plugs

For Carefree Holiday Driving



BE A CHAMPION DRIVER . . . *Make Holiday Driving Safer!*



Start early! Stop early! Records show the safest driving hours are between 6 and 8 A.M. You can be well on your way and avoid the heaviest traffic with an early start. Early stops eliminate twilight driving.



You'll enjoy your trip more if you take it in easy stages. If you picnic, park well off the road and leave grounds as clean as you find them for others to enjoy. Remember—good drivers have good manners!



Safe driving depends in great measure on a quick, responsive engine! Good spark plugs are vital—and easy to decide on! Because champion drivers everywhere have stamped Champion as America's Favorite!

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

SUNBURN?



Get SOOTHING RELIEF with this MEDICATED Powder!

For sunburn discomfort, sprinkle on cooling Ammens Powder right away!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) It soothes, relieves and helps heal irritated skin. (2) Its extra softness protects and cushions sore skin, and so promotes healing. (3) Its extra fluffy texture gives cooling relief. For real medicated skin care, ask for genuine Ammens Medicated Powder by name at any drug counter today.



FREE trial size can. Write today to Dept. L-803, Bristol-Myers Co., Hillside, N. J. (Offer limited to U.S.A.)

AMMENS
Medicated Powder

TUMS

Let you eat what you like

Millions now eat foods they never dared touch—without fear of acid indigestion distress—by taking a couple of Tums after eating. Almost instantly, heartburn, sour stomach, gassy bloat of acid indigestion are relieved. And Tums are so pleasant to take... just like candy mints. Don't deny yourself food you like. Get Tums from your druggist today. Only 10¢ a roll; 3 roll package a quarter.



for the tummy

Try a 25¢ Box
Nature's Remedy
FOR TO-NIGHT TOMORROW ALRIGHT

Legends in Sculpture CONTINUED



BRER RABBIT "fotches" Uncle Remus' Tar-Baby a wicked blow. Exhibited some years ago, statuette was taken out of storage for second showing.



ANDROCLES pulls a thorn from the paw of an anguished lion who, years later, gratefully remembered this bit of first aid and saved his benefactor's life.



GOLDEN EGG is laid by a very dubious goose. Wright also sculptured Jonah and the whale, the fox and the grapes and a weary Pegasus sitting on a cloud.

SCHICK SHAVERS

Get faster, closer electric shaves with new preparation!

● Now you can get quicker, longer-lasting shaves from your Schick Electric Shaver—with sensational new Letric Shave. Just dash a few drops on your face *before* shaving.

"Saves time—leaves face feeling swell"

R. GRIFFITH
Burlington, Vt.



Letric Shave lubricates and smooths down skin to overcome "shaver drag," helps save precious minutes.

"Shaving is closer—and much easier"

J. STREETER
San Francisco, Cal.



Letric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE—Use Letric Shave with any make of shaver. At dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-6, Glastonbury, Conn., U.S.A., for generous free bottle. (Offer good in U.S.A. and Canada only.)



Letric Shave
Makes electric shaving easier

Easier Ironing Smoother Looking



Even The Waistband Lining Is Sanforized!

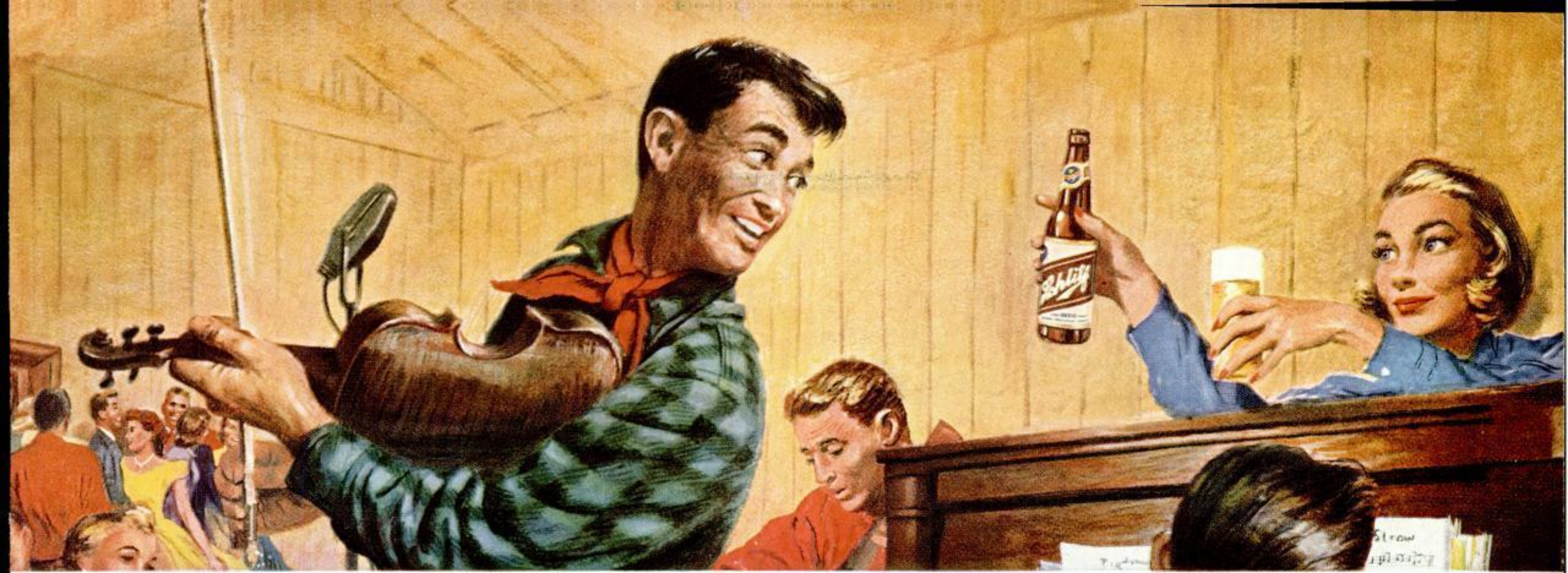
DICKIE'S keep their "just-bought" look and comfort-fit after many launderings. Seams lie flat, stitching doesn't pucker. Try a matched set... see and feel the difference.

Write for Name of Your Dickie's Dealer
509 West Vickery, Fort Worth, Texas

Williamson-Dickie
Manufacturing Co.

SOLD IN 48 STATES

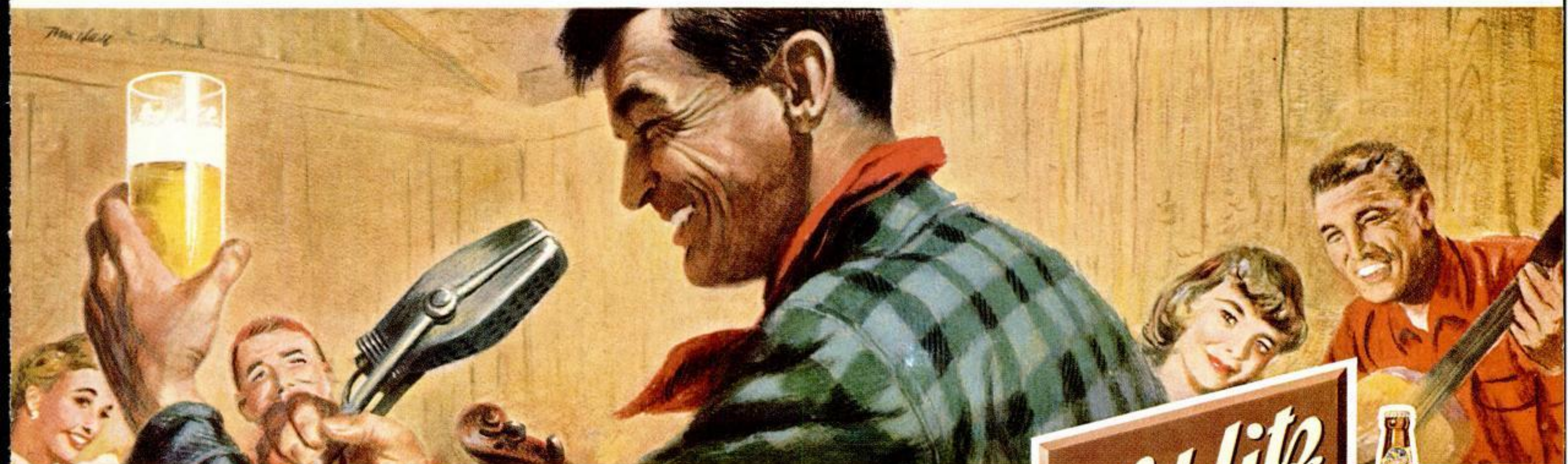
New York Fort Worth Los Angeles



"I was curious..."



I tasted it...



No wonder Schlitz is...

The largest-selling beer in America!"

The Beer that made Milwaukee Famous!



© 1950, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.



"As a singer, I welcome Camel mildness. **Camels** agree with my throat...and they taste so good!"

Nanette Fabray

STAR OF MUSICAL COMEDY

She acts... she sings... she dances — she bestrides the Broadway stage with a gusto that has landed her the lead roles in nearly a dozen musicals. The punch with which pocket-sized Nanette puts over a song shows how unsparingly she uses her voice, day in and day out.

NOTED THROAT SPECIALISTS REPORT
ON 30-DAY TEST OF CAMEL SMOKERS...



Not one single case of throat irritation due to smoking **CAMELS**



*Make your own
30-Day Camel
MILDNESS Test*

*in your "T-ZONE"
(T for Throat—T for Taste)!*

● Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels — and only Camels — for 30 consecutive days.



R. J. Reynolds Tobacco Co.,
Winston-Salem, N. C.